Advertising Age

March 17, 1958
Volume 29 • Number 11
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
480 Lexington Ave. • PL 5-0404

Entered as second-class matter Jan. 6, 1932, at the post office Chicago, Ill., under the act of March 3, 1879. Copyright, 1958, by Advertising Publications, Inc.

THE NATIONAL NEWSPAPER OF MARKETING

NIAA Revamp Plan Sees New ISIM as Marketing Group of Worldwide Scope

New Name Suggested: International Society for Industrial Marketing

PHILADELPHIA, March 13—An elaborate reorganization plan for National Industrial Advertisers Assn. was accepted today by the NIAA board. A special operations and implementation committee was named to work out details to convert NIAA by July, 1959, into a new type of marketing organization, to be called the International Society for Industrial Marketing.

The reorganization plan is the work of a special task force headed by Robert C. Myers, director of market development, U. S. Steel Corp. Membership in the proposed society will be on a company basis. Individual participation at the chapter level will be available to executives of member companies. A local chapter system will be retained as part of the new organization, but current associate memberships will be eliminated.

■ Membership cost to companies has not been determined, but it is expected to be based on gross sales or income. Company memberships will be limited to those engaged in marketing industrial products and services, such as manufacturers and publishers. Also it is proposed to make professional organizations, such as marketing consultants and advertising agencies, eligible for membership.

Physically, the new society would consist of an elected board, limited to 21 members; an executive committee; a finance committee; an elected president and a secretary-treasurer; an appointed council of advisers made up of men of eminence in marketing and allied fields; eight elected vps; a salaried managing director and salaried division managers.

■ The objective of the new society, Mr. Myers said, will be "to perform a service to the business communi-

(*Continued on Page* 8)

Mayers Pulls Out as C&W's Los Angeles Unit

Autonomy Troubles Led to Decision to Dissolve 15-Month-Old Relations

LOS ANGELES, March 13—Henry Mayers has withdrawn his agency as the Los Angeles division of Cunningham & Walsh and will re-establish the Mayers Co. Inc.

Mr. Mayers said the termination of affiliation, which won't take place until next Sept. 30, was due to differences in interpretation of autonomy provisions of the two-

(*Continued on Page* 107)

P&G Hiked Spot TV Use 47% in '57; Viceroy Was Top Brand, TvB Finds

B&W Spent More on 2 Brands Than Any Other Cigaret Maker's Total

NEW YORK, March 14—The news probably will come as no great surprise to any regular tv viewer, but the product which spent the most on spot television in 1957 was the 1956 pace setter—Brown & Williamson's Viceroy cigarets.

The Television Bureau of Advertising's estimate on gross spot time expenditures for Viceroy was $6,259,790—a sizable jump over the previous year's figure of $5,373,290. The tobacco company placed second again in 1957 in the company rankings, with an outlay of $12,988,920 (AA, March 3).

First as usual in terms of company spending, as previously reported, was Procter & Gamble, with a whopping figure of $25,916,840—a giant step above the '56 level of $17,522,450. Runners-up in company spending in '57 were Continental Baking and Sterling Drug.

Brown & Williamson's Kool cigarets went from $3,743,420 in '56 to $5,031,830 last year. Brown & Williamson, which also used spot tv for three other products, spent more in the medium for each of its two top brands than the other tobacco companies spent for all their products. The nearest competitor, in terms of the level of per brand spending, was L&M cigarets, with $3,857,720.

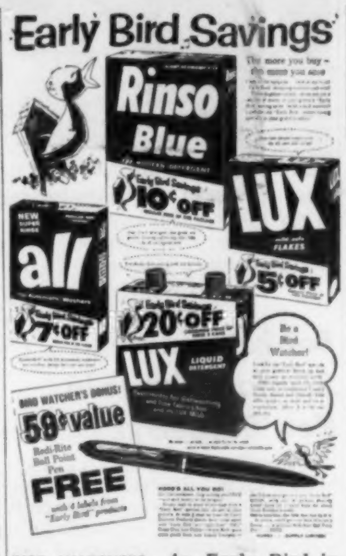
■ Highlighting the reams of spot tv data now pouring out of TvB are the product expenditure figures for the country's freest spenders in the medium last year.

Procter & Gamble had schedules running at one time or another in 1957 for 39 products, ranging from American Family detergent to Zest Beauty Bar. Zest zoomed from the small time ranks in '56—$130,020—to one of spot's heaviest users in '57, with a budget of $4,609,950. P&G used selective television for 34 products in 1956.

Lever Bros., which gave 14 of its products spot exposure in 1956, had 22 in spot last year. Warner-Lambert, which now boasts a much longer product list as a result of mergers, had 19 items in spot tv in '57, compared with nine in 1956. General Foods' listing, on the other hand, dropped from 33 products to 21 for the comparable periods. Holding steady were Colgate, with 23, Sterling Drug with 18 and American Home with 22 against 20 the previous year.

■ Biggest single allocation in the Lever family went to Dove toilet soap—$1,963,660, compared with $497,710 the year before. At War-

(*Continued on Page* 103)



BIRD WATCHERS—*An Early Bird in-store promotion—running nationally for about a month—features Lever Bros. products. This two-color page appeared in the Chicago Sun-Times.*

Boost Quality, Gould Urges Business Papers

Publishers' 'Self-Pity, Self-Deception, Illusions' Criticized by Educator

CHICAGO, March 11—Many business paper publishers are deluding themselves on a grand scale about the quality of their publications; they have some hard facts to face and some high-level policy revamping to do if they expect these publications to go on for many more years.

These terse warnings were given to the Chicago Business Publications Assn. yesterday by Dr. Arthur Gould, editorial consultant and faculty member of the Medill school of journalism, Northwestern University.

Many business paper publishers,

(*Continued on Page* 106)

CBS-TV Splits Net, Non-Net; Names Cowan

Lou Cowan Will Head Programming; Jones to Administer Stations

NEW YORK, March 14—Columbia Broadcasting System, the country's highest-grossing tv network, shook up its top management this week during a realignment that saw the creation of two new divisions—one for network and one for non-network tv activities.

Louis G. Cowan, the man who made "$64,000 Question" a part of the language, was named president of the CBS Television Network division. One of the industry's best-known tv programming experts, Mr. Cowan has been a staff vp on the corporation level at Columbia since May, 1956, having joined the company as a producer in August, 1955.

■ Merle S. Jones, president of CBS Television since January, 1957, has been appointed president of the new CBS Television station division. He will have supervision over the network's owned tv stations, CBS Television Spot Sales, CBS-TV Film Sales and Terrytoons. These non-network units account for about half of the profits of CBS-TV.

The reason for this action was explained by Frank Stanton, president of the Columbia Broadcasting System, who said:

"Because of the growth, size and complexity of the television division, the time has come to divide it along functional lines into two new separate operating divisions."

■ The appointment of a new figure to mastermind network strategy at CBS comes at a time when the networks—radio and tv—are going through a flurry of management changes.

A couple of weeks ago Board Chairman Armand Hammer took over as president of Mutual. On Monday, American Broadcasting-Paramount Theaters, which is now in the process of trying to decide whether to turn its radio network into a sort of press association operation, named James G. Riddell, veteran Detroit broadcaster, to the new post of exec vp of its broadcast division (AA, March 10). And NBC went to the Midwest to get P. A. Sugg of WKY, Oklahoma City, to head its owned stations division.

■ The CBS net's newest president, Mr. Cowan is best known for "Quiz Kids," "Stop the Music" and "$64,000 Question," though he has pack-

(*Continued on Page* 106)

Public Optimism, Capital Spending Dwindle, U.S. Units, 'Newsweek' Say

Commerce-SEC Find 13% Capital Spending Dip; Consumer Gloom Up: FRB

WASHINGTON, March 14—Leaders of both political parties dusted off anti-recession remedies this week as government agencies released reports which showed that consumers and business men alike are uneasy about their 1958 prospects.

With the February unemploy-

(*Continued on Page* 106)

Capital Appropriations Down 33% Last Quarter, 'Newsweek' Survey Finds

NEW YORK, March 13—Capital appropriations by 1,000 leading U.S. manufacturers during the last quarter of 1957 declined 33% from a year earlier, according to a survey made by the National Industrial Conference Board and sponsored by *Newsweek*.

It was the sixth straight quarterly decline in the amount of money earmarked for spending, *Newsweek* says in its March 17 issue. The dip during the third quarter was 32%.

The survey shows that the 1,000 manufacturers approved capital appropriations of $2 billion in the last quarter of 1957, and spent $3.1 billion during the same period. This spending, plus $400,000,000 which was canceled, reduced an $8.8 billion expenditure backlog to $7.3 billion.

■ If the rate of expenditure of capital appropriations remains constant, this backlog would be used up in seven-and-a-half months, the lowest level since the survey was begun 15 months ago, *Newsweek* says.

The magazine says its capital appropriations survey gives "a more sensitive gauge of the nation's economy."

The electrical machinery manufacturing industry showed the larg-

(*Continued on Page* 106)

Last Minute News Flashes

Pepsodent Tests Aerosol Container

BINGHAMTON, N. Y., March 14—The Pepsodent division of Lever Bros. is test marketing a pressurized Pepsodent toothpaste. Advertising will break shortly through Foote, Cone & Belding, New York. The price will be 98¢ for a 7-oz. can (*see earlier story on Page* 2).

Brady Acquires Oster, 'Electrical Merch', Freshrap

APPLETON, WIS., March 14—In a fast-moving week Brady Co. has acquired three new accounts, two in the appliance field. They are John Oster Mfg. Co., Milwaukee, electric housewares manufacturer, formerly handled by Mathisson & Associates, Milwaukee; *Electrical Merchandising*, previously handled by J. M. Hickerson Inc., New York, and Badger Paper Mills, Peshtigo, Wis., maker of Freshrap waxed paper. Badger has been handled by C. Wendell Muench & Co. (which merged recently with Henri, Hurst & McDonald) and was a Brady account until four years ago.

Lantz Moves to Shulton as Ad Director

NEW YORK, March 14—Walter P. Lantz, with Bristol-Myers Co. for the past eight years, has joined Shulton Inc. as advertising director, a new position. While at B-M, Mr. Lantz was vp of the products division and, most recently, secretary to the general executive committee. He is chairman of the board of the Audit Bureau of Circulations.

(*Additional News Flashes on Page* 107)

Aerosol Packaging Sweeps Dentifrice Field

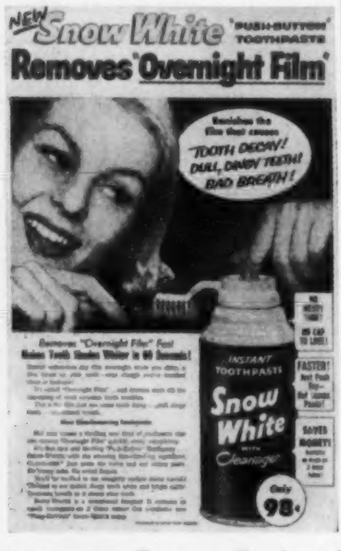
Additives Race Gives Way Before Onslaught of Push-Button Tubes, Cans

By Lawrence Bernard

NEW YORK, March 6—The aerosol age is sweeping through the toothpaste market.

There has never been anything like it in the turbulent history of dentifrice selling. For about ten years consumers have been pummeled with product improvements—ammoniateds, chlorophylls, anti-enzymes, fluorides—and in the process the toothpaste market has expanded by better than one-third to where it is now estimated to be a $155,000,000 business.

But the molar-massage men have currently dropped their interest in what is in the product. How it's packaged is what counts. At least five companies, including two of the biggest, are selling aerosol toothpastes. At least one other will soon join the parade.



PUSH-BUTTON—*Carter Products' Snow White push-button toothpaste is promoted in this quarter-page newspaper unit.*

Other packaging innovations—a paste that comes out striped, another that's squeezed from a plastic container—also occupy the attention of toothpaste marketers.

■ One company, Carter Products, apparently considers the packaging revolution so significant that it is using the aerosol can to pressure its way into the crowded field. And

(Continued on Page 108)

State's Action on Ad Tax Won't Stop Suits in Baltimore

NEW YORK, March 12—Court action contesting the validity of Baltimore's advertising tax will be pressed despite the fact that the early demise of the tax is already assured through state and municipal action, former Judge Joseph Sherbow said here today.

Judge Sherbow, who is legal representative for the Baltimore Advertising Council, discussed the "Genesis and Exodus of Baltimore's Advertising Tax" in a speech before the Radio & Television Executives Society. He also is legal counsel to Hearst's Baltimore newspaper and broadcasting stations, which are among the plaintiffs seeking to invalidate the tax.

Judge Sherbow said the suits brought by radio-tv stations, newspapers and merchants, will be tried in the near future. They will seek to invalidate two ordinances, one imposing a 4% sales tax on advertising and the other imposing a 2% gross receipts tax on media.

■ He explained that the tax remains in effect during the rest of this year unless the court holds the ordinances to be invalid before the end of the year.

He said the bill signed into law last week by Gov. McKeldin of Maryland "prevents Baltimore and every other local subdivision of the state of Maryland from ever again imposing discriminatory taxes on advertising from and after Dec. 31, 1958. . .

"This bill, in essence, simply says that taxation shall not be levied against advertising unless it is likewise levied against other industries and business in the same manner," Judge Sherbow explained.

He noted that the city also has started a move to kill its tax law as of Jan. 1, 1958, with an administration-backed repeal ordinance "on the way to passage through the city council." He described this as a good move, even though the statewide law, which will nullify the city ordinance as of next January, has the effect of lessening the need for municipal action. #

Erwin Offers $200 Manual on New Business Solicitations; Gets 12% Return by Mail

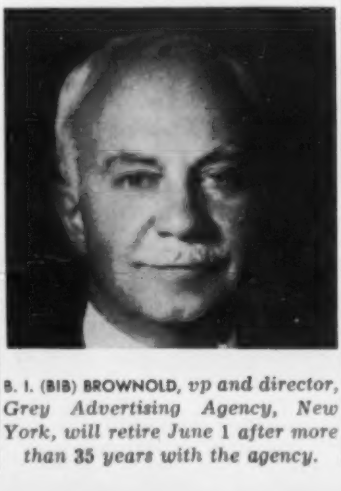
CHICAGO, March 12—The Advertising Workshop Inc. has (a) hit upon the hottest subject in advertising, or (b) written a direct mail campaign which is sure to win an award, or (c) done both of the above.

The Advertising Workshop Inc., 117 W. Harrison St., Chicago 5, is the newest venture of Thomas Erwin, free lance writer and advertising consultant who once headed creative departments and plans boards of organizations like Erwin, Wasey, BBDO and Lennen & Mitchell.

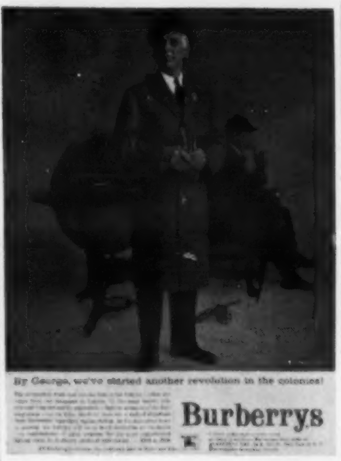
With the assistance of two other notable advertising writers—James D. Woolf, advertising consultant and ADVERTISING AGE columnist, and Kenneth Groesbeck, advertising consultant and columnist for *Advertising Agency Magazine*—Mr. Erwin has just turned out a 500-page, 5½-lb. ring-binder tome called "Solicitation and Presentation Techniques."

■ The book, as its name implies, is part of a continuing service embracing "a comprehensive compilation of the most successful ideas, methods, sales techniques, and sell-

(Continued on Page 52)



B. I. (BIB) BROWNOLD, *vp and director, Grey Advertising Agency, New York, will retire June 1 after more than 35 years with the agency.*


By George, we've started another revolution in the colonies!
Burberrys

I SAY, THERE—*New Burberrys campaign features haughty-looking models over condescending headlines saying: "By George, we've started another revolution in the colonies!"*

Bankers Succeed Sherlock Types in New Burberrys Push

NEW YORK, March 12—Burberrys Ltd., British outerwear manufacturer, breaks a new campaign next month, continuing the snob appeal approach used last year (AA, Sept. 16).

The spring campaign will feature topcoats from $100 to $850 and rainwear from $37.50 to $125. Pages will run in *The New Yorker* and *Apparel Arts Gentlemen's Quarterly*, supplemented by spots on WQXR, New York, and other major market radio stations.

The pipe smoker in the deerstalker cap, formerly used as a Burberrys symbol, has been relegated to a back seat in the new campaign. He still appears in the ads—but only in the dimly-seen background. In the foreground are prosperous-looking banker types modeling the Burberrys lines.

Leber & Katz is the Burberrys agency. #

Magazine Advertiser Pays for Drives Adding Unwanted Readers, Hiking Rates: Botsford

NEW YORK, March 11—The magazine business was whomped today by a man who got laughs with practically every swing of the shillalah.

Stephen B. Botsford, president of *The New Yorker*, in a speech to the Assn. of Publication Production Managers entitled "Up the Magazine Business with Gun and Camera," likened the business to the Alan Dunn cartoon showing a handcuffed convict and cop in a car, with the convict saying, angrily, "Who's paying for this cab?"

The magazine business, continued Mr. Botsford, is "handcuffed to circulation promotion and merchandising—and the readers and advertisers are paying for it."

■ So far as the loyal reader is concerned, Mr. Botsford said, his subscription price goes up as a result of "increased production costs." And the sorriest part of the whole thing for both loyal reader and advertiser, he indicated, is the kind of person who buys a cut-rate subscription is not likely to be the kind of reader the magazine or advertiser aims at.

With obvious relish, he flailed at the *Reader's Digest* for its recent 100,000,000-pennies subscription promotion, saying the *Digest's* present readers and advertisers get nothing out of the deal. If the promotion proves successful, he added, "it will provide more subscribers so the *Digest* can raise the advertising rate."

■ Everybody's guilty of circulation promotion, said Mr. Botsford, the *Atlantic*, *McCall's*, *Holiday*, *New York Times*, even *The New Yorker*. "We spent $125 in only the first six months of 1957," he said solemnly. "$65 for a quarter page in the convention program of the United National Assn. of Post Office Employes; $30 for a half page in the souvenir journal of Greater New York Newsdealers; and another $30 went for half a page in the New York Letter Carriers' Assn. ball for the sick and death benefit fund.

"We're a little ashamed of this $125 expense because it all goes into the rate," he confessed.

Mr. Botsford proposed it would be healthier if magazines "tried to get better instead of bigger," and he bewailed what he called their loss of interest in quality while racing to gain size. He suggested the editor of the *Digest* might better have used the 100,000,000 pennies to buy editorial pieces like "I Ran Away with My Sunday School Teacher," "The Bear Facts About Old Bruin" and "Is *Rigor Mortis* Really the End?"

■ Mr. Botsford seemed pained to find circulation promotion fostering cynicism about rates. The latest ABC statements, he said, show percentages like the following for subscriptions sold at less than full price—*Life* 58%, *Time* 64%, *Newsweek* 54%, *Sports Illustrated* 75%.

"I understand," he said with a

(Continued on Page 105)

British TV Ad Expenditures in '57 Show 146% Gain Over '56; Print Media Up 4.7%

LONDON, March 11—British newspaper and magazine advertising hit a new high peak in 1957, with recorded expenditures at £96,245,000 ($269,496,000).

The Statistical Review of Press Advertising reported this week that this was a 4.7% increase over the $257,488,000 it recorded for display advertising in print media in 1956.

Television advertising in 1957, the *Review* reported, totaled $89,572,000, compared with $36,372,000 in 1956.

Expenditures in print media have increased substantially over the past 10 years, but the year-to-year gain has been diminishing as follows:

Year	Recorded expenditures	Per Cent increase
1948	$ 60,984,000	5.8
1949	85,456,000	39.9
1950	101,332,000	20.9
1951	119,364,000	15.6
1952	133,168,000	11.6
1953	167,076,000	25.3
1954	201,572,000	20.6
1955	239,680,000	18.9
1956	257,488,000	7.2
1957	269,496,000	4.7

■ Although the percentage increase from year to year has grown smaller in tv advertising volume, substantial growth has been experienced. The over-all total of print plus tv has grown from $293,860,000 in 1956 to $359,175,600 in 1957, an increase of 22.5%.

This, the *Review* notes, is more in line with the growth in print advertising before the advent of commercial television.

Another new record was established for print advertising in October, 1957, the first month in which the *Statistical Review* re-

(Continued on Page 31)

Stapleford Hits Brainstorming as 'Too Civilized'

DENVER, March 11—Brainstorming and group thinking were hit as too civilized, "too gentlemanly" by Fred H. Stapleford, promotion director of *TV Guide*, in an address last weekend at the third annual seminar of the Rocky Mountain Council, American Assn. of Advertising Agencies.

The advertising or promotion man who cannot defend his ideas on his feet and in full voice does not belong in the field, Mr. Stapleford declared. "Frankly, I believe that the published rules for formal group thinking are just too civilized and gentlemanly," he said. "Minds have to spark off one another, like flint off steel; not drip good will at each other, like marshmallow on ice cream."

He said that in his own department of 24 persons, he and the four unit managers hold daily morning meetings which are old fashioned, rough-and-tumble bull sessions. #

Active Selling Is Only Way Out of Slump: Motley

'Parade' Publisher Hits U. S. Spending, Tax Cuts as Ineffective Steps

NEW YORK, March 11—"We are at the bottom of the present economic recession. But if we want to crawl out of it, we are going to have to climb, and that means all of us.

"But we better stop expecting the government to do more than provide a proper climate in which our free economy can demonstrate again that it is not merely strong, but has inherent in it the opportunity for further expansion."

So spoke Arthur H. (Red) Motley, publisher of *Parade*, addressing the Sales Executives Club of New York today. "The public should be told honestly and courageously that the most government spending can do is to cushion the effect of economic dislocation in certain areas and certain industries by re-directing the flow of federal funds," he said.

"But federal spending," he insisted, "never has and never will create solid prosperity."

As for a tax cut, Mr. Motley said, even a tax cut of $5 billion would amount to about $1.75 a week in the pay envelopes of every employed person in the U.S.

■ The extreme emphasis being placed on federal spending and tax cuts, he said, is fallacious and dangerous. "The only way the American economy is going to expand once again," he said, "is to persuade the 60,000,000 or more people currently employed to spend more."

Mr. Motley conceded, however, that "manufacturers, in too many instances, are still trying to sell too much merchandise at too high prices.

"Too many retailers, lulled by the recent boom years, believe all they have to do is stock the merchandise and the public will come in and take it away from them," he said.

Stating that he had just returned from a two-month trip to every part of the U.S. except the West Coast, he said that in every city he had "found a local retailer in almost every line of business who had done a more satisfactory volume in 1957 than in 1956 and expected to do equally well in 1958." #

Big Car Makers Furtively Peek at Little Cars

DETROIT, March 12—General Motors, Ford and Chrysler admittedly are concerned over the growing popularity of the smaller cars in America.

While GM and Ford talked out of both sides of their mouths in denying a *Newsweek* report that they had already begun preparations to produce and market such a car in this country, industry observers are inclined to think the decision has not been made.

It isn't a question of whether the companies have such a car—it is one of whether they want to produce and market those they have developed and tested over the last several years.

▪ GM said of the *Newsweek* report, "We are speculating"; and Ford's evasive answer rehashed a previous Ford statement, "We are constantly studying the small car market."

Newsweek predicted GM and Ford would have four-cylinder jobs of 100-102" wheelbase ready for the market late in 1958. It also said these jobs would sell for between $1,600 and $1,800.

It is no secret that General Motors was ready to jump into the small-car market shortly after the war when it developed its Chevrolet Cadet and had planned production at Cleveland.

This idea was shelved and the tools and dies for the Cadet were shipped to Australia where GM produced the car under the name of Holden.

It was learned that GM is now retooling in Australia for its Holden.

These tools and dies could be duplicated for an American car, with identification changes.

▪ Chrysler, on the other hand, says it will decide in a few months whether to produce a small car for "the foreign market."

(*Continued on Page* 34)

2 MAGNIFICENT NEW WATCHES at special savings!
$20⁰⁰
Until June 30th your jeweler will give you
ALLOWANCE FOR YOUR OLD WATCH
toward the purchase of these beautiful watches by
BENRUS
PRICE $59⁰⁰
$20⁰⁰
$5⁰⁰
YOU PAY ONLY $34⁵⁰
25 Jewels
25 JEWEL BENRUS
SELF-WINDING WATERPROOF
2 Diamonds

BARGAIN—*In a three-page gate-fold ad in the April Reader's Digest, Benrus Watch Co. promotes a $20 trade-in offer and includes (on the flap not shown) a $5 coupon good on the purchase of either of two special watches—bringing the price of each to $34.50. Lennen & Newell, New York, is the agency.*

'We Drive Volvo on Earth, Too . . .

Radio Commercials Get Zanier Than Ever

Ford Yanked Series; It Feared Offending Dealers; Dealers Wanted It Back

By Ben Kemper

NEW YORK, March 12—Uninhibited copywriters are ranging far afield these days in their efforts to keep radio commercials breezy and attention-getting. Sex, satire and fantasy all are coming into play. Some of the current commercials are so out-of-the-ordinary, in fact, that they skyrocket right into outer space.

Commencing with eerie electronic sounds suggestive of a rocket ship swooshing its way to Mars, a spiel for the Swedish Volvo auto (Advertising Agencies) heard in Los Angeles, Miami and New York has a scientist crew member peering towards the new planet.

Scientist: "Professor, put on the electric tv viewers. Our rocket ship is close to Mars and you'll be able to see their way of life before we land. Why, their civilization is ultra-modern! They are 1,000 years ahead of us. I must question the Martians about their amazing progress. Hello, there. We're from earth."

Martian: "Naturally. No Martians would be caught dead in such an old-fashioned rocket ship as yours."

Scientist: "Tell me, Martian, in just what way is this planet advanced over earth."

Martian: "Well, we control cosmic and solar energy, among other things."

Scientist: "What about transportation?"

Martian: "We drive Volvo, the sensational Swedish built five-passenger family sports car that offers speed, safety, comfort and economy."

Scientist: "Why we drive Volvo on earth, too."

Martian: "H'm, you're not as backward as we thought. Volvo is the family favorite on all progressive planets."

▪ In an about-switch, a Martian visits earth, with "Sen. Claghorn"

(*Continued on Page* 96)

Kicking Around—'I've Had It' . . .

Cancer Agent, if Found in Cigaret, Would Be Obliterated–'Fast': Gruber

Lorillard Head Sees Health Charges' End in 'Not-Too-Distant Future'

WASHINGTON, March 12—Filter cigarets now account for 44% of the 1.1 billion cigarets smoked daily in the U. S., and they will continue to grow in importance.

• The cigaret-health controversy will resolve itself in the not-too-distant future, and the cigaret industry will help resolve it.

• The tobacco industry has nothing to hide and has no tricks up its sleeve.

• These are some of the points stressed by Lewis Gruber, president of P. Lorillard Co., maker of Kent, Old Gold and Newport cigarets, in a talk before congressional, business and advertising leaders yesterday at the Washington Advertising Club, which presented him with a special achievement award for his leadership in cigaret research and marketing.

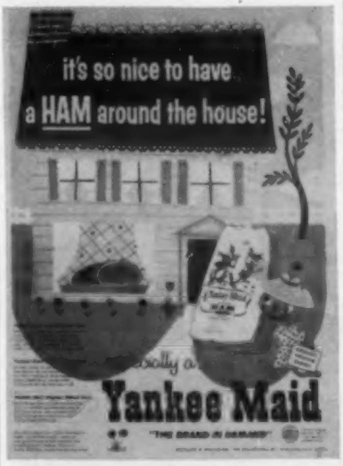
▪ "Within the past four years," Mr. Gruber said, "Americans have been literally bombarded with statistically based accusations of a cause-and-effect relationship between cigarets and lung cancer. As an industry, we have contented ourselves with pointing out—perhaps too mildly—that these are statistical claims only: that medically no case has been proved; that the causes of any form of cancer are still unknown: and that our attackers do themselves and science a disservice by oversimplifying an extremely complex situation.

"I do not believe," Mr. Gruber said, "that cigarets are a causative of lung cancer. I do not even think the American smoker really believes they are. If he did we should have witnessed not a temporary drop in cigaret consumption during 1953 and 1954 but a mass abandonment of the cigaret."

As a result of the fears created by propaganda, Mr. Gruber said, smokers have turned to filter brands. "As late as the beginning of 1952," he said, "filters accounted for less than 1% of the total cigaret market. Today, they constitute an estimated 44% of all the industry's sales."

▪ Declaring that he would like to clear away "the artificially induced smokescreen recently thrown up around filter cigarets," Mr. Gruber noted that "it has become very

(*Continued on Page* 82)


it's so nice to have
a HAM around the house!
Yankee Maid
"THE BRAND IN DEMAND"

EASTER PUSH—*Bernard S. Pincus Co. is using this color page in the Philadelphia Inquirer, March 28, to promote ham for Easter. Feigenbaum & Wermen Advertising Agency, Philadelphia, is the agency.*

Outdoor Ad Ban Would Hurt Economy in 'Time of Crisis,' Markham Says

Support for Anti-Ad Measure Reportedly Has Gained in Senate

WASHINGTON, March 11—Outdoor advertising groups and their supporters argued yesterday that it would be illegal, extravagant and harmful to the economy if Congress goes along with proposals to eliminate outdoor advertising signs on the new interstate highway system.

John Dwight Sullivan, counsel for Advertising Federation of America, said supporters of the bill failed to prove any relationship between roadside outdoor advertising and safety. Since the only other purpose of the control would be esthetic, he said, it would be unlawful to deprive property owners along the right of way of the income which they might obtain from leasing unproductive land to outdoor advertisers.

Henry T. Kaltenback, spokesman for Outdoor Advertising Assn. of America, estimated that a plan to give a 1% "bonus" to states which adopt outdoor ad controls might add as much as $360,000,000 to the cost of the highway program. He said it might be better to use this money for schools, restoration of wild life, or aid to the blind or crippled.

▪ Harley B. Markham, past president of Outdoor Advertising Assn., pointed out that thousands of miles of highway will be through commercial and industrial areas, slums, marginal land and barren wastes.

Noting that advertisers would hardly be putting more than $200,000,000 annually into outdoor if it were not important to their sales, he said, "To prohibit outdoor advertising along this entire system

(*Continued on Page* 78)

Gamble Checklist Aids Evaluation of Agency Performance

WASHINGTON, March 12—71 patterns for measuring client-agency relations and standards for client measurement of agency performance are outlined in a booklet "Patterns for Appraisal of Your Advertising and Merchandising Agency," produced by Robert M. Gamble Jr. Advertising.

"The 'Patterns' booklet springs from mountains of information about advertisers, their agencies and the sales-building, profit-producing relationship that should exist between them," according to Mr. Gamble. "It includes check lists which provide a graphic picture of the pattern of relationships now existing in any client-agency partnership.

"Boiled down to 71 most important headings, which paint a quick picture of the model agency's pattern, the check lists make it possible within a few minutes to appraise an agency pattern of organization, operation and day-to-day relationship in certain vital fields," he said.

▪ The model agency presented in the booklet does 71 "most important" things, including:

"Takes the initiative in creation

(*Continued on Page* 34)

Ad Education Foundation Is Created by AFA

NEW YORK, March 12—Formation of the first permanent and continuing educational foundation in the advertising business has been announced by the Advertising Federation of America.

A non-profit corporation to be financed by contributions from companies and individuals who are in or work with the advertising business, it will be known as the Advertising Educational Foundation Inc. Its purpose is to "further education in the field of advertising among the American public and particularly its young people, through and with the cooperation of schools, colleges, clubs, libraries and professional groups."

According to AFA chairman Robert M. Feemster, "Ever since modern advertising began, advertising men and women have been asked to contribute their time, talent and money to just about every charitable cause or public service activity.

"They have always responded generously. Until now, however, they have not been asked—or had the opportunity—to contribute to a movement to help their own kind, nor has there been an organization set up to offer the aid and guidance that most other professions have had for many years.

▪ "The Advertising Educational Foundation will fill this void, and we anticipate immediate acceptance and industry-wide support for the foundation and its programs," he said.

The initial finance drive will be planned and launched by the foundation's directors, who will be named soon. #

N. Y. Radio, TV Stations Offer Shoes, Cigars, Cars, Minks—Even Cash—to Build Audience

NEW YORK, March 12—People in this area don't have to go to Las Vegas to play games of chance or skill. They can sit at home and win prizes ranging from a date with Frank Sinatra to a backyard swimming pool by participating in a variety of radio and television station contests which have broken out like an epidemic.

Though contests long have been a reliable standby in station promotions, a new awareness of their importance may be indicated in the results of a survey made for WABC by Teen Age Survey. The new research group recommended that the station's disc jockey programs be made "more personal" to insure the widest possible appeal.

As a result the station has programmed round-the-clock write-in gimmicks and a Martin Block "Make Believe Ballroom" contest, which offers a date with Mr. Sinatra as the come-on.

▪ In the Sinatra contest, WABC listeners are told that the singer recently jotted down what he considers his best recording and why he thinks so.

Sinatra fans are asked to write in the title of their favorite Sinatra record and tell why they chose it. The writer who comes closest to what Frankie has written wins a date with the star in New York in the week of March 23.

All the station's round-the-clock disc jockey programs make use of the Platter Picker Club to select lucky membership cards. Only re-

(*Continued on Page* 83)

Gorman Adds More Admiral Ad Duties as Ed Eger Resigns

CHICAGO, March 13—Edmond I. Eger today announced his resignation as vp in charge of advertising and member of the board of directors of Admiral Corp., Chicago, ending some 20 years' association with the company on both the agency and the company side.

Admiral said Richard Gorman, advertising director, will assume charge of the company's advertising, retaining the title of director.

Mr. Eger handled Admiral advertising for many years as co-owner of Cruttenden & Eger, Chicago. He became vp of Russel M. Seeds Co. (now Keyes, Madden & Jones) in March, 1953, bringing the account with him.

In March, 1954, Mr. Eger joined the company as advertising vp. He replaced Seymour Mintz, who resigned to become president of CBS-Columbia, set manufacturing subsidiary of CBS.

■ Henri, Hurst & McDonald now handles the bulk of Admiral's advertising. Cruttenden Advertising (new name of Cruttenden & Eger) handles the company's government, accessories and hospital service advertising.

Mr. Eger said his immediate plans call for an extended vacation—"the first of more than three weeks in more than 30 years in the advertising business." #

Lapp Joins Brewer Associates

Earl Lapp, formerly with *Electrical Design News* and Stephens-Lapp Associates, Los Angeles public relations counsel, has joined Brewer Associates, Dearborn, Mich., agency, as an account executive and director of public relations. ADVERTISING AGE, in its Feb. 24 issue, incorrectly reported Mr. Lapp had joined Bruce B. Brewer & Co., Minneapolis.

Ken-L-Products Go to JWT

Quaker Oats Co., Chicago, has assigned advertising for its Ken-L-Products dog foods to J. Walter Thompson Co. as forecast last week in ADVERTISING AGE (AA, March 10). JWT, which has handled Quaker's Aunt Jemima pancake mixes for the past four years, two weeks ago resigned its Swift & Co. business, which included Pard dog food (AA, March 3). Needham, Louis & Brorby, which has handled Ken-L-Products for the past seven years, will continue to service the account until the changeover, which is to occur some time in the latter part of 1958, Quaker Oats said.

Cohn Named President

Ralph M. Cohn, head of Screen Gems, New York, since it was founded in 1949, has been named president of the Columbia Pictures tv subsidiary. The title is a new one. Mr. Cohn was named vp and general manager in 1952.

WSJS
television
WINSTON-SALEM
SELLS ON SIGHT
CHANNEL 12
VIRGINIA
NORTH CAROLINA
WINSTON-SALEM
GREENSBORO
HIGH POINT
3,198,000 people with over 4 BILLION DOLLARS to spend
live in the WSJS-television Piedmont market
NBC AFFILIATE
for
WINSTON-SALEM
GREENSBORO
HIGH POINT
CALL HEADLEY-REED

Highlights of This Week's Issue

CBS-TV splits its operations into network and non-network, names Lou Cowan president of CBS-TV network division, Merle Jones president of CBS-TV stations division ....Page 1

Procter & Gamble increased spot television use 47% in 1957; however, Viceroy was the top spot television spender in 1957, TvB reports ....Page 1

Business publications are deluding themselves on quality of their magazines, must improve quality or perish, Arthur Gould, editorial consultant, tells Chicago Business Publications Assn. ..Page 1

Aerosols are sweeping the toothpaste industry as dentifrice makers turn attention to the package in which the product comes ....Page 2

Burberry's continues its snob appeal drive this year with banker-types in ads for topcoats ranging from $100 to $850 ....Page 2

Advertisers and readers are paying for the circulation promotions magazines are putting on, and all they're getting out of it is higher ad rates and subscription prices, says The New Yorker's Stephen B. Botsford ....Page 2

British newspaper and magazine advertising hit a new high in 1957—$269,496,000; television advertising totaled $89,562,000, compared with $36,372,000 in 1956, Statistical Review of Press Advertising reports ....Page 2

Brainstorming is too civilized, TV Guide's Stapleford says; what is needed is the old fashioned, rough-and-tumble bull session, so minds can "spark off one another like flint off steel," he insists ....Page 2

Detroit's major auto makers are becoming concerned with the growing popularity of the smaller cars in this country, may be weighing possibility of producing their own models ....Page 3

Zany radio commercials are beginning to sprout rocket exhausts and super interplanetary accessories in an attempt to gain the listeners' attention ....Page 3

Statistically based accusations of a cause-and-effect relationship between smoking and lung cancer does not constitute proof of any such relationship, P. Lorillard's Gruber says ....Page 3

Ban on outdoor advertising along federal highways would be "illegal, extravagant and harmful to the economy," outdoor industry declares ....Page 3

Shoes, cigars, cars, minks, cash, a date with Frank Sinatra are being offered as prizes to radio listeners as stations become more aware of the value of contests ....Page 3

Postage stamps may look more like ads, as Summerfield appoints ex-adman L. Rohe Walter his special assistant in charge of improving the appearance of stamps ....Page 6

Esquire will climax 25 years of publishing with a 260-page special issue (at $1 a copy) carrying 110 to 125 pages of advertising ....Page 24

The Washington State Potato Commission plans to concentrate its 1958 promotion on the Midwest and Southeast with "Today" NBC-TV as its chief medium ....Page 26

Snider will launch biggest introductory campaign for catsup with devil theme for its Hotter catsup ....Page 27

More than 55,000,000 new radio sets, 66% of them transistor models, will be sold in the next three years, Kevin Sweeney, of the Radio Advertising Bureau, says ....Page 28

A $500-billion building boom during the next 10 years is predicted by Architectural Forum film ....Page 36

Rums of Puerto Rico aims its first campaign at Puerto Ricans in New York ....Page 38

Hat Corp. of America expects a 15% sales increase this fall. New merchandise, expansion of present lines and more advertising are expected to stimulate this increase ....Page 42

Tie maker—Scot Ties Ltd.—finds it has built the "better mousetrap" with line of company ties ....Page 44

The fault with the advertising business is not that it is wicked but that it is dull, Edwin Cox, board chairman, Kenyon & Eckhardt, tells San Francisco Advertising Club ....Page 48

One little want ad 50 years ago helped Fuller Brush Co. grow from a one-man operation to a $100,000,000 a year business ....Page 54

Haffenreffer introduces its beer into Boston with big ad splash ....Page 66

Pacific Area Travel Assn. sets $140,000 consumer advertising program ....Page 67

Ad men are 7.4% tenser than other execs, doctor writes in the Saturday Evening Post ....Page 71

West German government plans radio and tv network, and it may accept some national advertising ....Page 72

Abraham & Straus, Brooklyn department store, is chosen as Brand Name Retailer-of-the-Year ....Page 74

Good teamwork between Pet Milk Co. and its agency, Gardner, helps shorten distribution of New Pet instant nonfat dry milk ....Page 75

Test ad drive in Iowa 50 years ago inspired Sunkist Growers to launch into regular advertising program, Russell Eller, Sunkist ad manager, tells Des Moines Ad Club ....Page 76

Peoria Journal-Star resumes publication after 67-day strike ....Page 77

"Catty" ad for Ohrbach's draws admiration of both readers and admen..Page 85

Claude Hopkins' appeal was not to consumer motives, Jim Woolf says, rebuttling newspaper researcher's contention ....Page 89

Brewer volunteers to "green up" Times Sq. with fir tree offer ....Page 101

Television shouldn't over-ballyhoo its product so much people lose faith in tv show promotion advertising, David Susskind says ....Page 102

REGULAR FEATURES

Advertising Market Place 104
Art Director's Viewpoint 95
Coming Conventions 61
Consumer Magazine Linage 58
Creative Man's Corner 90
Department Store Sales 79
Direct Mail Advertising 90
Drawthinks 95
Editorials 12
Employe Communications 92
Getting Personal 16
Information for Advertisers 62
Looking at Radio & TV 89
Looking at Retail Ads 92
Obituaries 60, 70, 107
On the Merchandising Front 92
Photographic Review 80
Rough Proofs 12
Salesense in Advertising 89
This Week in Washington 6
Voice of the Advertiser 98
What They're Saying 12

Every typographic assignment at Service receives special attention. This gives your ad or mailing piece an individual quality that's more easily recognized, helps get your message across better.

"Where typesetting is still an art"

SERVICE *typographers, inc.*

723 S. Wells St. • HArrison 7-8560 • Chicago 7, Ill.

Better Homes and Gardens

A typical BH&G idea that resulted in family fun while doing the family wash

There's nothing so powerful as an idea!

Not so many years ago, the laundry was apt to be a dreary corner in the cellar, strictly for business. Nobody expected to have much fun there, unless it was the kids playing in the clothes chute.

Then came the revolution in home appliances. And Better Homes & Gardens, working hand in hand with designers and manufacturers, began showing homemakers—in page after page of exciting, practical *ideas*—how to merge utility and play areas. With the happy result that now, as you can see by the BH&G family we've photographed, even doing the wash and playing pool may be all in an hour's *family fun!*

In the pages of Better Homes & Gardens, reality becomes more fascinating than fantasy. And readers eager to turn ideas into actualities are ready to *buy*. That's what makes BH&G such a profitable place to advertise! *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

1/3 of America reads BH&G the family idea magazine

4,500,000 COPIES MONTHLY

This Week in Washington . . .

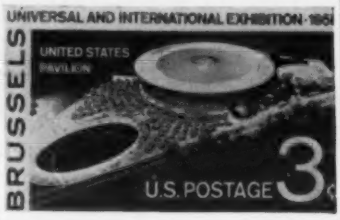
Postage Stamps Look More Like Ads

By Stanley E. Cohen
Washington Editor

WASHINGTON, March 13—With the same vigor that he displays in everything else he does, Postmaster General Arthur Summerfield is out to improve the appearance of our stamps. Ex-adman L. Rohe Walter, his special assistant, is in charge of the project, and it is already evident we won't be seeing many more of the drab, crowded designs which have typified many of our stamps in the past.

If some of the new stamps look like the art you see in the ads, it is hardly surprising, for the special stamp advisory committee recently formed by the department is getting its designs from the nation's top commercial artists (at nominal prices). The new Brussels Fair stamp, which goes on sale April 17, was designed by Bradbury Thompson, art director of *Mademoiselle*, *Art News* and *Art News Annual*. The George Mason stamp, due June 12, was drafted by Rene Clark, art director of Calkins & Holden.

Aside from esthetic advantages, Mr. Summerfield senses, pretty stamps can provide an effective device for promoting ideas. For example, the new Fighters for Freedom series. Moreover, he's not averse to turning a few honest dollars by doing anything he can to advance the sale of stamps to collectors. (Some countries like Monaco and Luxembourg sell so many stamps they have no other taxes.)



Mr. Summerfield's goal isn't quite that high. But he is already selling more than $2,000,000 worth of stamps annually at the spruced-up philatelic sales agency here, and he figures the nation's nearly 15,000,000 collectors are entitled to some pampering.

Turnabout on Capitol Hill

If it were not against the law to picture a living person in a U.S. postage stamp, it might be appropriate to brighten up the new 5¢ letter—if it becomes a reality—with the cheerful countenance of Sen. Richard Neuberger (D., Ore.). His vote broke the tie, enabling Postmaster General Summerfield to get the proposal for a 5¢ letter out of committee, and his dedicated efforts were decisive in beating down the Javits amendment, which would have held the rate to $20 per 1,000 for direct mail matter destined for local delivery. Meanwhile, the fate of the 5¢ letter is anyone's guess.

When the conference committee is appointed, a curious lineup is expected. For the House, which voted a 4¢ letter, ranking postal committee personalities are likely to vote 3-2 for the 5¢ letter, while their opposites on the Senate side—who are supposed to defend the 5¢ letter—have previously voted 3-2 against it. However, since the Senate on two roll calls committed itself to 5¢ first class, Senate conferees will be under pressure to rise above their personal preferences. Moreover there will be mounting pressures from postal employes, who want their raise to reach the White House before anything happens which might convince President Eisenhower that the Treasury can't afford it.

Congress' Lone Adman in Push

Yes, sir, it pays to have an adman as your congressman. Take, for example, the tuna fishermen of San Diego, who have been waging a losing fight against Japanese competition. When they took their problem to Rep. Bob Wilson (R., Cal.), San Diego agency owner and the only adman in Congress, he worked out a publicity gimmick which certainly must have made his less fortunately endowed colleagues green with envy.

He simply had the Tuna Fishermen's Wives Emergency Committee of San Diego supply members of Congress—and the Tariff Commission—with cans of "California tuna of the future." The cans contained only "good California air," which, Rep. Wilson said, is all that will be left of the tuna industry unless steps are taken to provide his constituents with relief they say they need. Needless to say the publicity buildup benefitted from Bob Wilson's professional touch, including arrangements for photos spruced up through the cooperation of some of the attractive members of the congressman's office staff.

Consumer Has 'Right to Err'

The Federal Trade Commission reminded processors of re-used oil the other day that consumers are entitled to what they order, even though the preference is based on prejudice which has no real bearing on the merit of the product.

The lesson was spelled out in an order requiring processors to make sure motorists know their product is composed of re-used material. Even though it is equal to new oil, the commission said, "The record shows members of the public do not regard these two categories of oil as equally acceptable for use in their cars."

For processors to argue that consumers are not entitled to this information ignores "the right of consumers to purchase according to their preferences and prejudices," the commission contended. Also it is an unfair trade practice which diverts business from properly labeled reclaimed oil and vendors of oil refined from crude, FTC said.

U.S. Fair Trade Law Ahead?

Members of Congress are watching the appliance price wars these days, nervously wondering whether there will be mounting pressure for new federal legislation.

Legislation spelling out an ironclad federal price maintenance law, to be enforced by the Federal Trade Commission, already has been introduced by several House members. But so far there are no signs that the House committee on interstate and foreign commerce is eager to tackle fair trade this year.

KRON is TV in SF

KRON TV
BUEL

San Franciscans are sold on KRON-TV

AVAILABLE
Alternate Weeks
SHERIFF
OF COCHISE
Saturday 6:30 P.M.

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

YOUR DOLLAR BUYS THE MOST IN TODAY'S POST!

BOOMING. Circulation of The Saturday Evening Post is breaking records as fast as they're made. Now averaging over 5,700,000 each week. Up in both newsstand and subscription sales at the same time. (The latest ABC statement shows the Post with half a million more newsstand sales than the other big weeklies.)

BONUS. Advertisers are currently getting an average weekly bonus of over 500,000 copies. New rate base of 5,600,000 doesn't go into effect until July 19.

BIG BUY. Even excluding the bonus, the Post's cost-per-thousand circulation is lower than Life's.

BRAVOS. Politz proves 9 out of 10 Post readers like and approve of Post advertisements. Your message is welcomed. Responded to.

BOOSTERS. Politz further proves that Post readers are Influentials. They talk about, recommend the things they read. Their word-of-mouth influence moves sideways—neighbor to neighbor, friend to friend—multiplying your sales force by millions. And the Post reaches Influentials on every spending level.

BULLISH. More and more advertisers are getting more and more bullish on the Post. On top of 187 new advertisers added last year, 44 more joined up in the first seven weeks of 1958. To put more steam in your sales, put the year's hottest book on your schedule now!

The Saturday Evening
POST
A CURTIS MAGAZINE

Sell the POST INFLUENTIALS
–they tell the others!

AD INFLUENTIALS! Enter the Post Bonus Circulation Contest. First prize—dramatic 1925 Stutz, 610 other rakish prizes.

Alter (but Keep) Option Time, Landau Urges FCC; Sarnoff Criticizes Report

NTA's Landau Asks Sliding Scale on Options Keyed to Size of Market

WASHINGTON, March 14—The Barrow report proposals for changing existing rules governing option times, must buy and multiple ownership came in for additional battering this week as the tv industry continued to urge the Federal Communications Commission to keep things pretty much as they are.

Much of the testimony in the second week of hearings on FCC's network study report came from a phalanx of NBC executives, led by President Robert Sarnoff, who argued that any basic change in existing procedures would inevitably weaken network tv as a national advertising medium in competition with other advertising outlets.

■ At today's session Ely A. Landau, president of NTA Film Network, also lined up for option time, but he came up with a plan to parcel it out so that no network would have all the options on a station in a "scarce station" market.

Under his plan there would be an actual increase in option time, so that stations could give options for four of the five hours in each segment of the broadcast day. But in three-station markets, no more than three hours could be optioned to any one network. In two-station markets he proposed a two-hour ceiling on options to any one network, while in one-station markets no network could option more than one hour.

■ Under this plan, Mr. Landau pointed out, existing arrangements are undisturbed in three-station markets, but an additional hour of option time would become available for some other network or program source. While networks would lose some of the periods they currently option in the two- and one-station markets, he explained, this would provide competitive opportunities for other sources of programming until such time as more stations come on the air.

Among the others appearing this week were Wrede Petermyer, spokesman for the Corinthian Broadcasting Corp., to protest proposals cracking down on multiple ownership. Stressing the know-how which multiple owners are able to develop, he said Corinthian is convinced there is no danger of undue concentration in station ownership so long as the existing seven-station limit is enforced.

■ After tracing NTA's struggle to clear time beyond the 17 four-station markets, Mr. Landau said it is "perhaps paradoxical that we do not agree with the Barrow committee recommendations that option time be abolished, especially since we have never enjoyed the built-in advantages."

He said he was not proposing a prohibition against clearance of more time for any network so long as it was not covered by option arrangements beyond the limits he proposed.

■ NBC witnesses said any effort to reduce the number of tv stations owned by networks would cut off reliable sources of income which enable the networks to enter into big commitments for the development of new programming.

Most of the NBC testimony differed only in detail from arguments advanced by ABC and CBS last week, as networks and their affiliates seized the opportunity to register strong opposition to all of the important recommendations which have come out of the lengthy study of tv networking conducted by a special staff under Dean Roscoe Barrow of the University of Cincinnati law school.

With the completion of NBC testimony, the commission will still hear from film syndicators, multiple owners, individual broadcasters and other industry members.

The foundation of NBC's position was spelled out in a 60-page statement by Robert Sarnoff Monday. Later in the week, other NBC executives specializing in various phases of network activity documented the opening statements with detailed presentations of their own. #

Cross Faces Grilling Before Confirmation of FCC Appointment

WASHINGTON, March 12—As the first individual appointed to the Federal Communications Commission since the commission's behavior has become a matter of public concern, John Storrs Cross, who was appointed this week to replace ill-starred Commissioner Richard Mack, faces a thorough grilling before his confirmation clears Congress.

Other recent appointees to the FCC, including Commissioner Mack, sailed through the Senate committee on interstate and foreign commerce with nothing but the most perfunctory examination. But today Sen. Warren Magnuson (D., Wash.), the committee chairman, said several of his colleagues will have a lot of questions for Mr. Cross when his confirmation is considered by the committee March 26.

■ Meanwhile the Federal Communications Commission moved in the court of appeals today to take a fresh look at the qualification of National Airlines, winner of the torrid contest for Channel 10 in Miami.

In a petition filed with the court, the commission said charges have been made that applicants for the channel, including the winner, conducted themselves in a manner which might affect the basic determination.

■ The President's nominee to replace Mr. Mack is a man who had a colorful career as a young investment banking whiz before going broke in the great depression. Starting over again as an engineer in the Department of Interior in 1932, he carved out a career in the civil service which included 12 years of service as chief of telecommunications in the Department of State. He is 53 years old.

A veteran of 18 international telecommunications conferences in the past 12 years, he had been a candidate for the FCC several times in recent years. #

Ford Reports $5.77 Billion Sales

Ford Motor Co.'s 1957 annual report put sales at $5.77 billion—24% ahead of 1956 and the highest dollar sales figure in company history. Factory sales of Ford cars came to 1,522,196 "or 2,856 units greater than those of the second-ranking make." The report conceded that Edsel sales in the first five months after its introduction "did not meet expectations" and it put primary blame on "increasingly adverse conditions which developed in the medium price field."

Brown
Johnson
Steffen

BEST IN SHOW—*James H. Brown, Chicago photographer, won the top award in the Artists Guild of Chicago's 12th annual editorial and advertising art exhibit. The winning item was an eight-page booklet designed by Burton Cherry & Associates for Collins, Miller & Hutchings, photoengraver. Shown here with Mr. Brown are Fred Steffen, guild president and a commercial artist, and Luther Johnson, art director, Young & Rubicam.*

NIAA Revamp Plan Sees New ISIM as Marketing Group of Worldwide Scope

(*Continued from Page 1*)

ty by assisting in development of professional competence among those who have responsibility for policy, planning, management, or coordination and execution of marketing activities."

The task force, in developing its concept for the new society, concluded that an organization is needed to cover the entire industrial marketing field instead of individual facets, Mr. Myers said. All existing organizations were studied and found inadequate to meet the committee's concept of what is needed to further industrial marketing in the era ahead.

Special consideration will be given by the new society to educational activities in cooperation with colleges and universities.

■ Summing up, Mr. Myers said: "The task force recommendation merely faces some cold economic facts. It is a plan to meet new conditions. Today there is a lag on the part of distribution as compared with production efficiency. The new society's function would be to help improve marketing and to see that it is understood and properly evaluated by everyone from industry leaders to educators and students."

R. C. Sickler, of E. I. du Pont de Nemours & Co., board chairman of NIAA, emphasized, "There are still many details to be worked out before next year. Some of them," he said, "are difficult, but we have people working on these areas now and are confident that by the target date ISIM will be ready to begin making its contribution."

The proposal for the new society has to be presented to local chapters of NIAA and will be voted on by the membership at the annual convention June 3 in St. Louis.

■ At the NIAA board meeting here today 42 of the 47 members voted for the reorganization proposal. Four voted against it, and one abstained.

Members of the newly appointed operations and implementation committee are Charles St. Thomas, marketing communications specialist, General Electric Co., chairman; Eugene Mapel, vp, Barrington Associates; Harrison M. Rainie Jr., vp, Stewart Dougall & Associates; Charles L. Rumrill, president, Rumrill Co.; John Freeman, president, NIAA; R. B. Reid, General Electric Co.; and Messrs. Sickler and Myers. #

Pabst Proxy Fight Turns Up Merger Talks with Pepsi

CHICAGO, March 12—As the proxy battle at Pabst Brewing Co. waxed hotter his week it was disclosed that Alfred N. Steele, board chairman of Pepsi-Cola Co., last year was asked by several dissatisfied stockholders to become a Pabst director and to provide the brewer with some merchandising advice.

It also came to light that merger talks were held last fall between officials of Pabst and Pepsi-Cola. The talks were terminated in December when Mr. Steele withdrew upon learning that a proxy fight was in the offing.

■ The Pabst proxy battle, which broke into the open last week (AA, March 10), is between the current company management headed by Harris Perlstein, president and board chairman, and a dissatisfied group of stockholders led by the Pabst brothers, Robert and David, and Carl J. Spaeth, son of a late company director.

In a second letter to stockholders, the Pabst-Spaeth family group said that Mr. Steele agreed to become a director and develop a merchandising plan if the company would place Bernard Relin, a New York public relations man and president of Blair Holdings Co., on the Pabst board, and allow Mr. Steele and his associates to buy 100,000 shares of Pabst stock from the Pabst-Spaeth family if such stock was not available on the open market.

The Pabst-Spaeth group said it broke off its talks with Mr. Steele when it learned that certain of Mr. Steele's associates and Pabst management were discussing the possibility of merging Pepsi and Pabst. Mr. Steele said he strongly advised the Pabst-Spaeth group not to undertake a proxy fight.

Jefferson Boosts Covington

Jefferson Standard Broadcasting Co., Charlotte, N. C., has promoted J. Robert Covington to vp in charge of promotion and public relations for the company's three stations, WBT and WBTV, Charlotte, and WBTW, Florence, S.C. Mr. Covington, who joined Jefferson Standard in 1946 as promotion manager, was named vp and managing director of WBT in 1956.

Frey Study Use Can Free 'Full Power of Advertising': West

PEBBLE BEACH, CAL., March 12—A four-man team today ended a coast-to-coast junket in the course of which the team members explained and discussed the Frey report.

Paul West, president of the Assn. of National Advertisers, told a special ANA meeting here that the report "goes a long way to dispel the deplorable attitude" of many agency people that "the ANA is out to destroy the 15% commission and that the study is going to cut down their business and maybe cost them their jobs."

He said these illusions were counteracted by "the statesmanlike way in which our study was launched, the laudable manner in which Profs. [Albert W.] Frey and [Kenneth R.] Davis have conducted their survey, and the intelligent treatment given it by the trade press."

Mr. West added, however, that there still is too much erroneous thinking about the report. "Any way you look at it," he said, "agencies are very much concerned about what is going to happen to their own business and disturbed about what their clients are going to do.

■ "And the wide publicity given to the recent dramatic shifts of several big accounts hasn't helped any, either in respect to managements' attitude toward agencies or in agencies' confidence in clients."

Mr. West also said, "There has been entirely too much complacency on the part of too many advertisers and too many agencies."

He said that full power from advertising "is now possible by the intelligent use advertisers and their agencies can make of the Frey study."

In addition to Mr. West, the others who have visited New York, Detroit, Chicago and Pebble Beach since March 4, explaining the report, were Donald S. Frost, vp of Bristol-Myers and chairman of the ANA's agency relations committee; Prof. Frey, of Dartmouth, and his associate, Prof. Davis. #

Interpretation of Readership Studies Is Urged by Shepard

CHICAGO, March 11—Readership researchers should provide clients with basic analyses of readership studies, interpreting the meaning of the results.

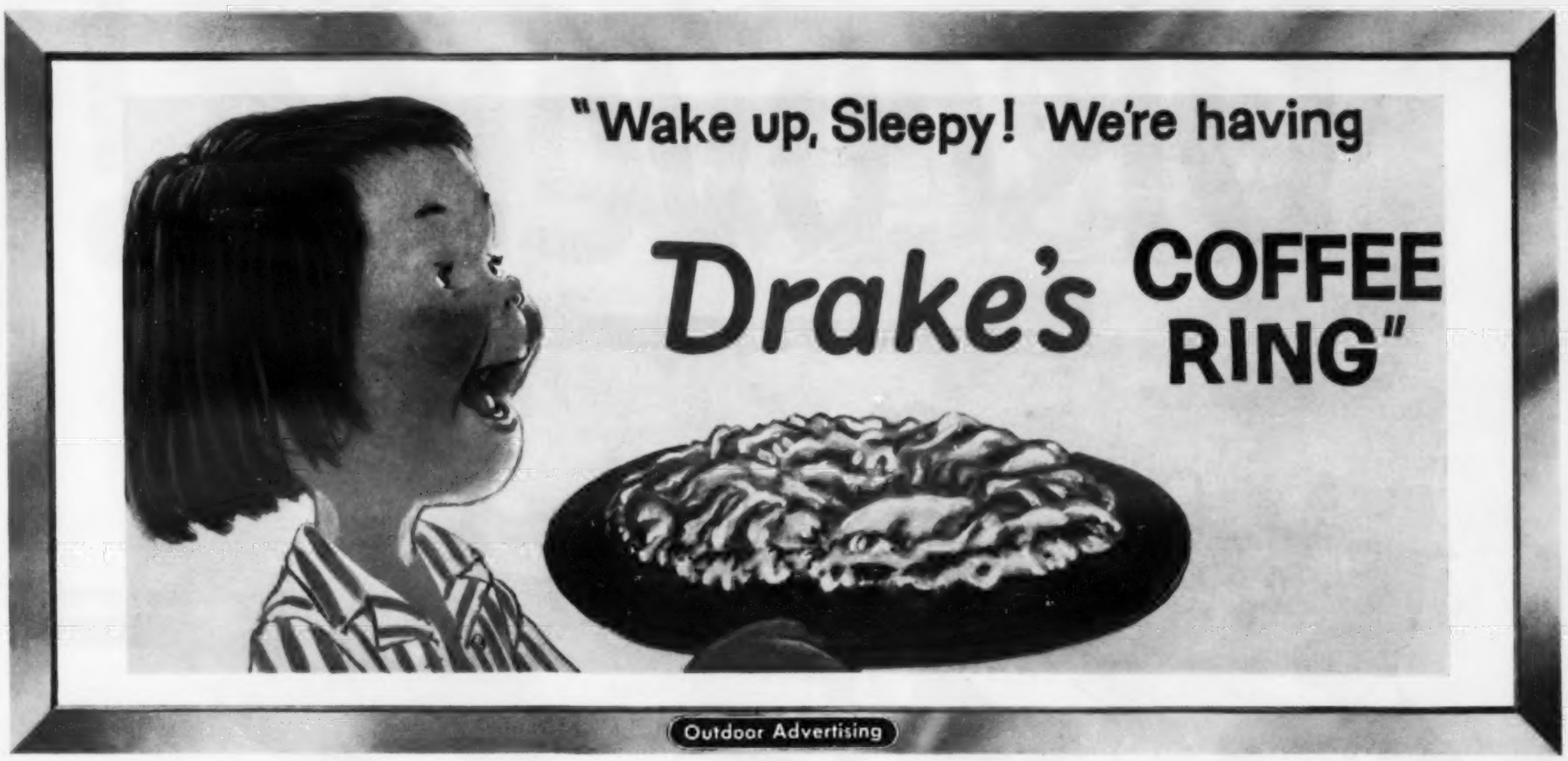
This statement was made here last night by Mills Shepard, president of Mills Shepard Inc., at a meeting of the Chicago chapter of National Industrial Advertisers Assn. Mr. Shepard and four other readership experts spoke from distant locations to NIAA members by means of a conference telephone hook-up.

Other members of the panel were John C. Spurr, director of research, McGraw-Hill Publishing Co.; Robert Pendergast, president of Readex Inc.; Stanley M. Sargent, vp of Daniel Starch & Staff, and John T. Fosdick, president of John T. Fosdick Associates. The panel members were asked questions by Dr. Joseph Bachelor, director of IARI.

■ Mr. Shepard predicted that there was a bright future for "playbacks" in the analysis of ads, as the "playbacks" would disclose the strong and weak points of an ad.

Mr. Fosdick forecast that future scores of ads in readership studies would be directly related to what prospects did after they read an ad. Readex does not publish readership averages because such figures are "misleading," Mr. Pendergast said. #

OUTDOOR sales pictures



Honorable Mention, 26th Annual Poster Competition, The Art Directors Club of Chicago

Poster designed by Young & Rubicam Inc.

build repeat sales for DRAKE

The thinking of Drake management in selecting Outdoor Advertising for almost 100% of their advertising expenditures was reflected in a recent statement by Mr. Leo W. Bayles, President, Drake Bakeries Incorporated:

"Outdoor Advertising fits the Drake sales picture to a 'T'. It is easily coordinated with our regional pattern of distribution, reaching almost everybody—our consumers, both grown-ups and youngsters, our salesmen, and our retailers. In addition, Outdoor's full-color sales messages give us the human interest and appetite appeal that mean repeated sales. Our sales figures prove it too, and that's why the bulk of our budget is invested in Outdoor."

8 out of 10 people remember Outdoor Advertising!*

OAI

OUTDOOR ADVERTISING INCORPORATED
NATIONAL SALES REPRESENTATIVE OF THE OUTDOOR MEDIUM

60 EAST 42ND STREET, NEW YORK 17, NEW YORK • ATLANTA • BOSTON • CHICAGO • DALLAS • DETROIT • HOUSTON • LOS ANGELES • PHILADELPHIA • ST. LOUIS • SAN FRANCISCO • SEATTLE

*Urban Poster Readers—Starch Continuing Study of Outdoor Advertising

Discovered!

THE UNIT STATES OF AMERICA

NO. DAK.
MINN.
WIS.
SO. DAK.
IOWA
NEBRASKA
ILL.
IND.

One market—indispensable . . . where annual farm income is $9.5 billion . . . and 8 out of 10 farm families are sold through ONE MEDIUM*!*

The richest 8 of the 48! These are the Unit States of America—a market united by nature and geography, with more spendable income per household than any other farm or urban marketing unit.

A new study of farm media conducted by the market research division of McCann-Erickson, Inc., from which the charts at the right were taken, shows you how completely this market can be delivered to you through one medium.

No other medium—no other practical combination of media—has so much to offer advertisers of the hundreds of items big income farmers use in modern farm and home operation. The reason? Localized Midwest Unit Farm Papers enjoy readership loyalty that makes them as vital to farming as the tractor, as local as the north 80. The articles of 33 full-time editors work hard for local interests, make advertising associated with them work just as hard.

Discover for yourself the sales potential the Unit States have for your product. Write for the new McCann-Erickson farm media study to help you analyze the "richest 8 of the 48"—you'll be convinced that the indispensable medium in the Unit States is the Unit—one order, one plate at a substantial savings in rates.

TWO CHARTS FROM SURVEY BY McCANN-ERICKSON, INC.

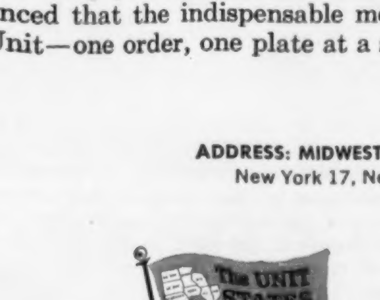
What farm magazines and farm papers do you and your family receive regularly?

PUBLICATION	NUMBER	% (Coverage of 4726 Farms)
Midwest Farm Paper Unit	**3905**	**82.6**
Farm Journal	3246	68.7
Successful Farming	2927	61.9
Capper's Farmer	2128	45.0

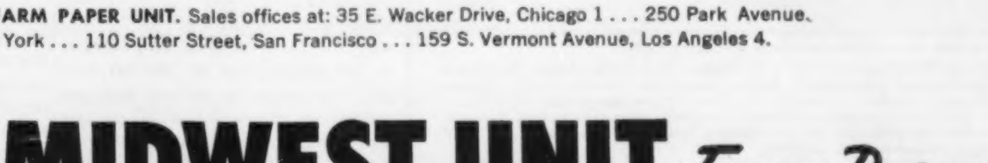
Among the farm publications you have listed, which single one do you and your family find most helpful?

PREFERRED PUBLICATION	NUMBER	% (4726)
Midwest Farm Paper Unit	**2143**	**45.3**
Farm Journal	1116	23.6
Successful Farming	837	17.7
Capper's Farmer	198	4.2

ADDRESS: MIDWEST FARM PAPER UNIT. Sales offices at: 35 E. Wacker Drive, Chicago 1 . . . 250 Park Avenue,
New York 17, New York . . . 110 Sutter Street, San Francisco . . . 159 S. Vermont Avenue, Los Angeles 4.



MIDWEST UNIT *Farm Papers*



ADVERTISE MOST WHERE FARMING IS BIG BUSINESS...AND GOOD LIVING

The Editorial Viewpoint . . .

Ending a Depression?

Dave Baylor of Cleveland wonders out loud if there is anything wrong with our current business recession that asking for orders wouldn't cure. He asks the question on the basis of the highly successful "You Auto Buy Now" campaign of local retail auto dealers, plus the fact that a survey showed practically no one in town has been actively solicited to buy a major item recently.

And McGraw-Hill is running ads recalling that there was an economic lull in 1954, but that for the first time in recent memory, advertising volume went up instead of down with general business.

"Every effort was made to stimulate sales when sales were needed to sustain prosperity," McGraw-Hill pointed out. "This was something entirely new under the sun. It had a powerful influence in making the recession of 1953-'54 one of the mildest on record. It helped greatly to speed business on to the record-breaking levels it attained in the years 1955-'57."

We have a suspicion that there is a great deal of truth in what these people say. We have a suspicion that well-promoted products, favorably priced, can be made to move faster than they are currently moving, if only we haven't forgotten how to sell.

Rating Week Is Phony Week

Last week AA's Maurine Christopher took a look at "rating week," with particular emphasis on ratings of local television stations, and the use of the best of the available movies to attract higher than average audiences during the days when ratings are being made.

"You don't have to look at the calendar to know when the local tv shows are being rated," Mrs. Christopher pointed out. "It's the week the movie telecasts stop playing re-runs of Charlie Chan and begin featuring Clark Gable and Gary Cooper—and schedule large-space newspaper ads to alert viewers.

"This example is deliberately extreme for dramatic effect," Mrs. Christopher went on, "but the idea is clear." And she finally winds up by reporting that the problem is tending to wash itself out, gradually.

Well, we believe our little gal was a mite too genteel and a mite too sanguine about the local station rating situation. The high-jinks that go into attempts to influence ratings around the country—and especially on radio stations—come as close to scandal as anything going on in this business.

Furthermore, we are sorry to report, the stations generally get away with their hypoed figures; and no one seems too concerned, except the occasional station that seems to be losing out in the promotional battle, regardless of how it stands in the actual listening column.

When local ratings are being taken, the newspapers wax fat with extra promotion from the stations; the community's housewives discover that a whole host of prizes is being given away to faithful listeners; and the "normal" listening or viewing habits go into hibernation until the pollsters move on to some other town, where the process is repeated.

Everyone in broadcasting knows the pattern. Most tend to shrug it off. Everyone is wise now, they say, and so they all wash out each other's promotional efforts. But this is not strictly true. There are still some broadcasters who will go further to hypo a rating than others, and the whole process tends to make all the ratings more or less phony, because if everyone is promoting like the devil, the whole listening level becomes artificial.

We don't think the bulk of the stations are to be blamed for this frightful state of affairs. They are simply caught up in a situation which they do not know how to stop. The fault lies first, we think, with uninformed and lazy time buyers and advertisers who insist on making a numbers game out of picking stations; and secondly with rating services which refuse to worry too much about the validity of their findings.

For everyone—stations, agencies, advertisers—this is a deplorable situation. The ratings are not honest or representative; the extra promotions are expensive and in many cases degrading in terms of programming. There ought to be continuous local station checking, if there is going to be any—carried on in the same manner that bank examiners carry on their work—with the checking being done at irregular intervals and at times unknown to any of the affected parties.

# \# \#

Gladys the beautiful receptionist

—Jim Osgood, Midwest Farm Paper Unit, Chicago.

"I hear they began selling Confidential magazine by the malign rate."

What They're Saying . . .

People Have the Power

My own nomination for the silliest signs of recent years were those huge billboards put up on many shore routes announcing that in case of invasion that particular road would be closed to all but military traffic by order of Governor so-and-so. That is a fairly recent political publicity gag, to put an office-holder's name on signs.

In some states, when you are passing new construction, the governor of the state is given such a play you wonder if he put up the money and is doing all the work with his own little hands. I think it shows the sickening trend in many phases of government, shown in many ways, of forgetting what Thomas Hooker said. That was that the source of all power is in the people, not in the fat cats who are often in office, and are concerned primarily with getting free publicity or a big car to ride in.

—Thomas E. Murphy in The Courant, Hartford, Conn.

Platoon System

Then there is the matter of tactics; the trick, for example, of getting in and out fast with the least possible offense to the speaker and the "head-table crowd." Some firms have developed this to a point where they will send one group of operators into the cocktail party, leave a stand-in behind for the dinner, while the rest fan out across town; by these and other devices, they can cover half a dozen functions a night . . .

More and more organizations have been adopting the "in honor of" award device; it has become so popular, indeed, that one public relations firm recently set itself up as "award consultants and managers" to help business men garner some of the approximately 3,000 national awards that are presented annually—and to invent new ones for companies to give away themselves.

—From the March issue of Fortune, "How to Master the Banquet."

Modest, but Steady

Modest but steady annual gains in cigar smoking are an encouraging indication of the increasing acceptability of cigars by young men, reported Eugene L. Raymond, president of the Cigar Institute of America.

According to Raymond, 1957's 6,113,000,000 cigar consumption topped 1956 figures by well over 2%.

Raymond further stated that, while high taxes and rising production costs continue to burden the 466-year-old industry, modern technological improvements show a sales pattern that warrants an optimistic assessment of the industry's future.

—New York Journal-American.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 480 Lexington Ave., New York 17 (Plaza 5-0404); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (DU 8-1179); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara, Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Murray E. Crain, Merle Kingman.**

Associates: New York—**Charles Downes, Lawrence Bernard, Phyllis Johnson.** Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Betty Cochran, Lawrence E. Doherty.**

F. J. Fanning, editorial production. **Elizabeth G. Carlson**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **William Hanus**, assistant manager; **R. W. Kraft**, production manager. New York; **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis DeMarco, Daniel J. Long, Alfred S. Reed, Alfred Malecki, B. Richard Weston.** Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett.** Los Angeles: (Simpson-Reilly Ltd.) **Walter S. Reilly, James March, Roy Margrave, Wayne Steeps.** San Francisco: (Simpson-Reilly Ltd.) **Daryl James Jr.** Portland: (Frank J. McHugh Co.) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co.) **Thomas A. Knowles.**

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

"Stations still 'save aces for rating week'," reports the world's greatest advertising journal.

Like the old-fashioned grocer who put the biggest apples at the top of the barrel.

•

Lever Bros. has a toothpaste, Stripe, which looks like a barber pole, and Dr. West is introducing a pushbutton container.

This is what is known in the trade as product differentiation.

•

Cleveland car dealers credit the success of their sales drive largely to the slogan, "You Auto Buy Now," but chances are their hard work made up for what was not the world's cleverest pun.

•

Now that the Ohio supreme court has decided that promises in an ad constitute an "express warranty," copywriters can let their imaginations run wild, provided only the final okay is reserved for the legal department.

•

If Pabst makes it perfect, some members of the famous brewery's founding family may reasonably feel that they can make some small contribution to the success of the business.

•

Pay tv advocates in Los Angeles have temporarily withdrawn from a referendum battle, possibly feeling that the Dodgers have enough troubles without involving them indirectly in this one.

•

Those popular golf films on tv serve a useful purpose by helping impatient sports fans to sit still while awaiting the arrival of good weather in their own home territory.

•

"We know your type, fraught with gaiety and peals of tinkling laughter," is the way Paul Masson has addressed advertising audiences.

If there was a cancelation in the morning mail, the message was not meant for you.

•

"They can't fire my boss," Glenda, the beautiful secretary, is quoted as saying. "I'll never be able to run the office without him."

And usually vice is also versa.

•

E. B. Weiss is impatient with marketing researchers and pleads for some good old-fashioned business intuition.

He means that if you have a normal supply of horse sense, for heaven's sake use it.

•

"Men and women are different," carefully explains *Ladies' Home Journal*. "They always have been."

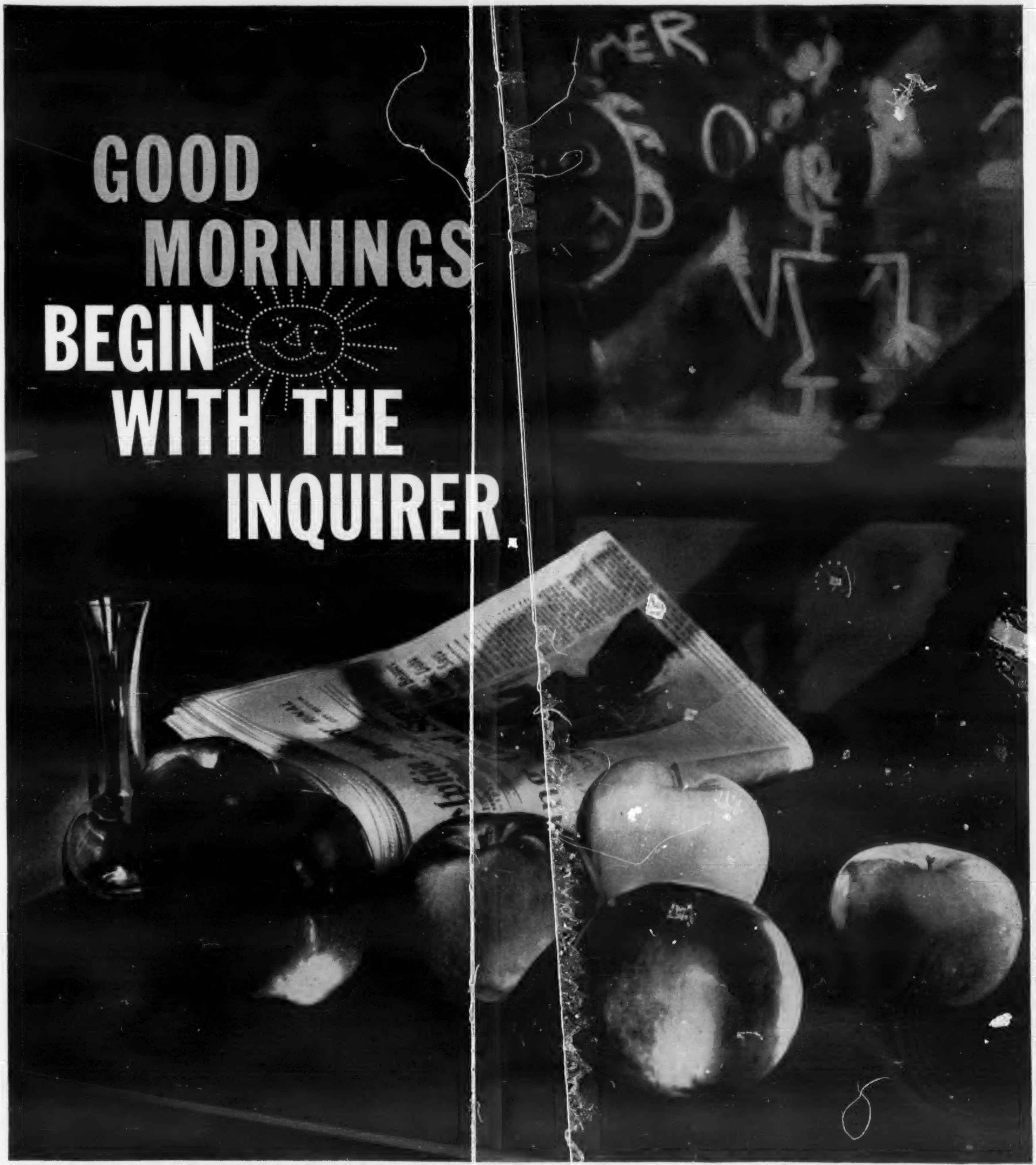
And the great majority fervently hope they always will be.

•

Newsweek is publishing ads promoting the news magazine field, including *Time* and *U. S. News*.

Competition is the life of trade, and cooperation may be even better.

Copy Cub.



HEADS AS WELL AS HEARTS get primary attention from The Inquirer's editors. News is published in a distinctive manner . . . so that readers can understand the meaning of important events. Maps, definitions, profiles present the background of significant stories . . . point out how and why as well as where and when. For The Inquirer's avowed purpose is to aid, inform and entertain its readers. Out of this avowal has grown a firm loyalty to this understanding newspaper and this loyalty is transferred to advertisers in The Inquirer.

The Philadelphia Inquirer

Constructively Serving Delaware Valley, U. S. A.

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	15[illegible] Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	[illegible]arfield 1-7946	Dunkirk 5-3557

PENNSYLVANIA
NEW JERSEY
DEL.
CAPE MAY COUNTY

Delaware Valley, U.S.A. — 14 county Retail Trading Area . . . home of 5,200,000 people . . . Philadelphia is the hub.

The significance of the
Family Circle-Everywoman's combination...*

Everywoman's

Family Circle

announces

5,000,0

circulation rate base effective June issue

ONE GREAT MAGAZINE,
WITH A UNIQUE EDITORIAL APPROACH,
WILL REACH SHOPPERS OF STORES
DOING OVER 2/3 OF ALL GROCERY CHAIN VOLUME!

American business today faces an immense marketing challenge: The profit squeeze is getting rougher; "unlimited budgets" are no longer available. Yet your advertising must do a bigger selling job than ever before.

With the Family Circle-Everywoman's combination, a magazine that will help you answer this challenge has come into being.

Circulating more than 5,000,000 copies monthly, this new medium will offer not simply mass circulation but *mass customers*. Its action will be not through the mail but *through the market.*

The grocery chains that will sell Everywoman's Family Circle are among your most important retailers, ringing up more than 12 billion dollars annually – *over ⅔ of all grocery chain volume.* Obviously, they also account for the lion's share of your successful brands' volume.

Everywoman's Family Circle will be sold at the very nerve centers of the American marketing system. It will penetrate the giant retail hubs to an unprecedented degree – a direct line of marketing communication to the greatest billions of purchasing power. This will give you a completely positive advertising approach, unrestricted by "geographic" market analysis.

Where Everywoman's Family Circle is... is where housewives buy. And where your sales are made... is where your advertising should be.

Everywoman's Family Circle will answer your need for a SUPER-marketing medium!

5,000,000 Initial Rate Base – Initial rate base will be 5,000,000, with actual delivered circulation expected to be higher. New rate base goes into effect with the June 1958 issue.

Broad Chain Distribution – Everywoman's Family Circle will be sold in virtually every sizable food chain in the U.S. and Canada, with the single exception of The A&P (served by Woman's Day).

Vast Shopping Center Coverage – The chains selling Everywoman's Family Circle are represented in the overwhelming majority of all shopping centers in the U.S.... today's prime market for furnishings as well as food, for appliances and apparel as well as beauty aids.

25% Coverage of Total Food and Grocery Sales – Everywoman's Family Circle will be sold in chains that do 70% of the total grocery chain volume... a quarter of *all* retail grocery sales in the U.S.

Top County Coverage – Circulation will be concentrated in over 1800 counties doing 93% of all U.S. retail sales.

Streamlined $12,000,000,000 Market – Everywoman's Family Circle will be sold in some 12,000 chain stores (nearly all self-service) doing a combined annual volume of over $12,000,000,000. Yet you can completely service this huge market through less than 300 warehouses and buying offices.

Unique Editorial Approach – As America's oldest and largest supermarket-sold magazine, Family Circle has long been noted for the practicality and pertinence of its material service, in such fields as foods, fashions, beauty and home equipment. Now we are applying these same qualities to other vital areas of family interest as well.

Regional Editions – Everywoman's Family Circle will offer you eight U.S. regional editions, to give flexibility to your advertising.

Lowest Cost – Even with its selective circulation of supermarket shoppers, Everywoman's Family Circle will give you the lowest cost per thousand among the leading women's magazines.

For complete information contact:

Everywoman's Family Circle

In over 5,000,000 homes – the magazine women need for the life they lead!

* *Family Circle and Everywoman's have signed an agreement providing for the merger of their respective businesses. This agreement becomes effective when approved by stockholders of each company.*

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

$6,636
is the
median income
of 1,204,117 Elks

THE Elks MAGAZINE
New York Los Angeles
Portland, Ore. Chicago

A good reason for this high income figure —**37%** of the heads of **ELKS** Magazine households are **officials** and **proprietors** of business. In this classification of the Starch 52nd Consumer Magazine Report, the **ELKS** is far ahead of other magazines surveyed.

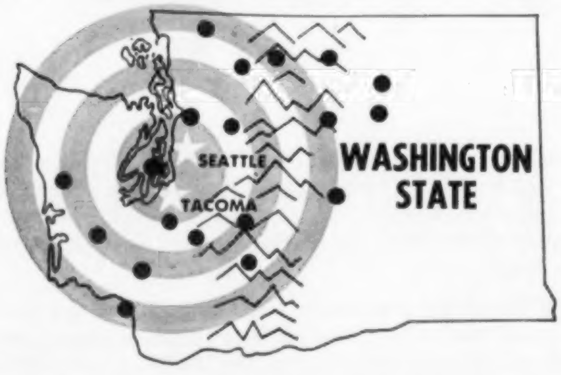
Furthermore, the Starch Report proves that **Elks** are a top market for every type of product and service of American industry.

Advertisers can effectively reach this market of 1,204,117 **Elks** through **THE ELKS MAGAZINE.**

You need **concentrated** coverage

SEATTLE
TACOMA
WASHINGTON
STATE

- not "scatter-shot" coverage



. . . in the PUGET SOUND AREA

More than half the population and business of Washington State is concentrated in the Seattle and Tacoma markets.

To sell Tacoma, the State's No. 2 market, you need the *Tacoma News Tribune* which provides the *only* concentrated coverage in its area (more than four times the combined circulation of the Seattle dailies).

In the Tacoma market, no outside newspaper approaches these coverage figures:

The Tacoma News Tribune delivers 83% of its City Zone; 80% it its Metropolitan Area; 62% of its Trading Area. (Total net paid, 83,446)

TACOMA NEWS TRIBUNE
Tacoma, Washington

Represented by SAWYER-FERGUSON-WALKER COMPANY, Inc.
NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • ATLANTA
LOS ANGELES • SAN FRANCISCO • SEATTLE

Getting Personal

"The human and moral issues involved in the advertising and publicity end of the movie business" were explored over "Studio One in Hollywood" (CBS-TV) March 3 in a one-hour-long play penned by **Herman Raucher,** copywriter at Reach, McClinton & Co., New York. Called "The Fair-Haired Boy," the play is but one in a long series young Raucher has to his credit. Besides writing both comedy and dramatic plays for the "Alcoa Hour," "Goodyear Playhouse," "Matinee Theater," he is currently negotiating for one of his musicals—concerning advertising—to be staged on Broadway . . .

Another copywriter, 28-year-old **Stephen Birmingham,** of Doherty, Clifford, Steers & Shenfield, is busily pasting up the enthusiastic reviews of his first novel, "Young Mr. Keefe." The hozannahs particularly praise his characterization and his writing skill. Said the *New York Times* reviewer: "Written with skill and force . . . its value lies in showing us something of the lives of the newest of the younger generations." At DCS&S, Steve's main accounts are *Ladies' Home Journal,* White Horse scotch and Martel cognac . . .

AMERICA
is a BETTER AMERICA
FLORIDA
is a BETTER FLORIDA
thanks to
ADVERTISING
THIS IS
ADVERTISING
WEEK

REWARDED—*Earl Mason (left), Florida district governor of the Advertising Federation of America, awards a plaque to Paul R. Greenaway, president of the Advertising Club of greater Miami, who was named Advertising Personality of the Year. Mr. Greenaway was general chairman of the national AFA convention held at Miami Beach last June.*

Public-spirited citizens department: **Bruce Barton,** head of BBDO, is one of a group of business and civic leaders working to help raise $500,000 for the New York public library . . . Heading the advertising, publishing and newspaper divisions in the New York chapter's 1958 Red Cross campaign are **Robert M. Schmelzer,** vp of BBDO; **Arthur B. Langlie,** president of McCall Corp., and **Francis A. Cox,** *New York Times* treasurer . . .

Eugene Meyer, board chairman of the *Washington Post and Times Herald,* has offered to buy Byram Lake as a gift for the village of Mt. Kisco, N. Y. The City of New York has set a $256,000 price tag on the lake, since it is no longer needed for the city's water supply system . . .

JUNGLE EXPLORER—*Clifford N. Parsells and his wife arrive in Mexico City. They pushed on to the state of Chiapas for a vacation to be spent exploring the jungles with explorer Franz Blom. Mr. Parsells is senior vp of Ted Bates & Co., New York.*

Stuart Peabody, who recently retired as advertising vp of the Borden Co., was honored at a farewell dinner Feb. 26 given by the "Old Guard" members of the Assn. of National Advertisers . . . **Larry Valenstein,** head of Grey Advertising, will receive the 1958 Marx B. Hausman Memorial Award at the annual Scarsdale Joint Defense Appeal dinner March 23 for "outstanding service in the advancement of human rights and community welfare" . . .

Carole Sara Lewis and **Eugene Rempel** of Foote, Cone & Belding, New York, will be married in September . . . Joyce Cooksley and **Joseph I. George,** vp and marketing director of Wilson, Haight, Welch & Grover, Hartford, will be married in April . . .

Charles Lonsdale, Meldrum & Fewsmith's assistant media director, is a member of Cleveland's helpful Gallon Club. He made eight donations—a pint each time—to the city's blood bank. . .

Carol Joyce Rogers of Roslyn, L.I., is engaged to Martin L. Nudelman. The father of the bride-to-be, **Ben Rogers,** is art director of Buchanan & Co., New York. . .

James M. Henderson, president of Henderson Advertising Agency, Greenville, S.C., has been elected president of the United Fund of Greenville County. . .

Mabel Elmore, who has retired from the National Bank of Tulsa after 22½ years in the ad department, received a life membership in the Tulsa Advertising Federation at a recent meeting of the club, in recognition of her many years of service to the organization. **Luther Williams,** a past president, did the honors. . .

The Washington Post and Times Herald editorials are quoted more in the Congressional Record than those of the other two Washington papers combined.

50% more circulation than any other Washington newspaper . . . more home delivered circulation than the second paper has total . . . and the lowest advertising cost per 1000 readers.

Represented By: Sawyer, Ferguson, Walker Co.— New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles, Seattle; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni — Mexico City, Mexico; Allin Associates — Toronto and Montreal, Canada; The Hal Winter Co.—Miami Beach, Florida; Tom McGill—West Roxbury, Massachusetts; Puck, The Comic Weekly; A. R. Lerner—Paris, France; Robert S. Farley—Financial Representative in New York.

When you measure management men, remember,

it's quality of mind that counts

Quality of mind makes all the difference.
Editors and writers must have it. So must readers.
It's the common ground upon which
they meet every month.

For management advertising, the readers' quality of mind is important, too. No matter how complex the product being advertised, the reader must be able to see its application to his company's needs—and be the kind of management man who can do something about it.

Companies that advertise to management find that . . .

FORTUNE gets results.

TelePrompTer Boosts Noble

TelePrompTer Corp., New York, has named Frank Noble regional manager for Michigan, Indiana and part of Ohio. He formerly was manager of the Detroit office, and before joining TelePrompTer was assistant general manager for merchandising of Studebaker-Packard Corp.

Matson Boosts Pincetich

John Pincetich, who has been Matson Lines' public relations manager in Hawaii for the past two years, has been named as pr director in San Francisco, succeeding Bernard Clayton Jr. Mr. Clayton will leave Matson on May 1 to become exec vp and a director of P. K. Macker & Co., San Francisco.

CITY ALIVE*

*** SAN DIEGO: BILLION-DOLLAR MARKET**

San Diego is a rich and responsive market . . . able and eager to buy.

Retail sales in the San Diego Metropolitan County Market now exceed $1 billion annually. And economic forecasts call for continued growth and prosperity.

This great and growing market is served – and *sold* – by two great and growing newspapers: *The San Diego Union* and *Evening Tribune*. 83% saturation coverage.

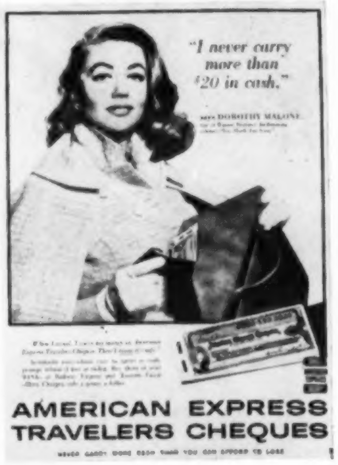
The San Diego Union · EVENING TRIBUNE

"The Ring of Truth"

COPLEY NEWSPAPERS

15 "Hometown" Newspapers covering San Diego, California — Northern Illinois — Springfield, Illinois — and Greater Los Angeles . . . Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.


"I never carry more than $20 in cash."
DOROTHY MALONE
AMERICAN EXPRESS TRAVELERS CHEQUES

TESTIMONIAL—*Dorothy Malone is the first in a series of celebrities appearing in a new campaign for American Express travelers cheques, starting March 10 in five magazines and Sunday supplements in 10 markets. Benton & Bowles is the agency.*

'Sales Horizons' Is New High School, College Text

A textbook on the art of selling, written primarily for use in beginning high school and college courses, has been published by Prentice-Hall, New York. "Sales Horizons" ($4.45) was written by Kenneth B. Haas, chairman of the department of marketing, Loyola University, Chicago, and Enos C. Perry, director of the Bureau of Business Education for the Chicago public schools.

The 404-page book is mainly a description of the selling process. Also included are chapters on developing sales personality, the importance of human relations, route selling, major advertising media and other sales promotion media.

Electric Products Co. Names Exide Its Marketing Agent

Exide Industrial division of Electric Storage Battery Co., Philadelphia, has been named exclusive marketing organization for battery charging equipment made by Electric Products Co., Cleveland.

Exide will assume all marketing functions including advertising, sales and promotion. Gray & Rogers, Philadelphia, is Exide's agency.

HTSI Names 5 Sales Heads

Hollywood Television Service Inc. has organized the U.S. into five sales areas and has named men to head each area. They include Richard G. Yates, eastern and New England, with New York headquarters; John V. Forsyth, southern, with Atlanta headquarters; Richard Hill, southwestern, with headquarters in Dallas; H. P. (Hank) Long, western, San Francisco, and Leo Turtledove, midwest, Chicago. Purpose of the move is to promote the company's new $100,000,000 post-1948 package of feature movies to tv stations.

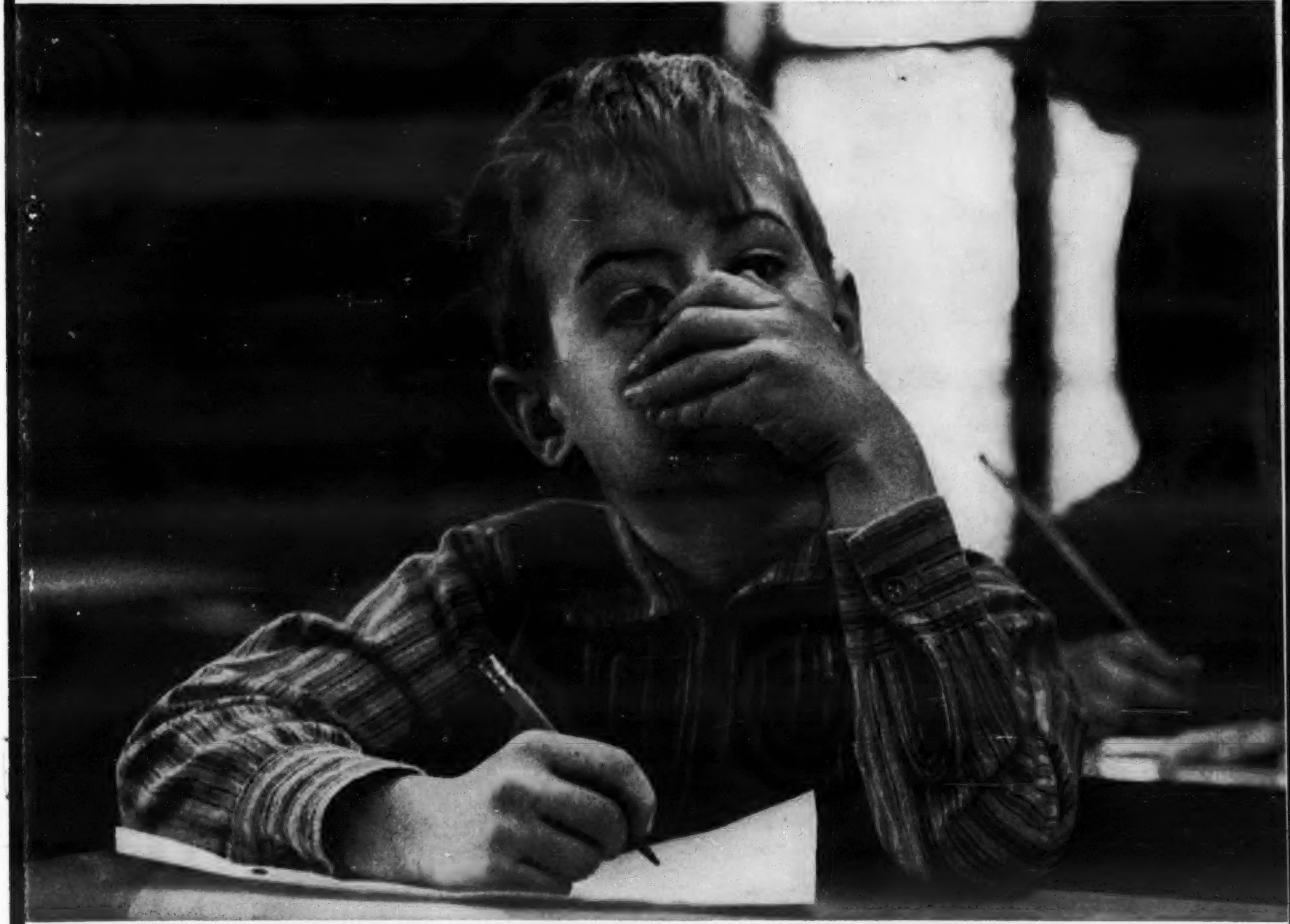
Lanolin Plus Consolidates

Lanolin Plus Inc., Chicago, and its subsidiary, State Pharmacal Co., have consolidated their sales forces and have named seven regional sales organizations to handle the two companies' lines of cosmetics. Lanolin Plus also named four regional assistant vps: Al Harris, eastern division; Paul Kerr, western division; Joseph Malone, north central division, and Les Ramsdale, southern division.

Frommer Joins Close Agency

Jud Frommer has been appointed creative director of Close & Patenaude, Philadelphia. He formerly was an account executive with Weightman Inc., Philadelphia.

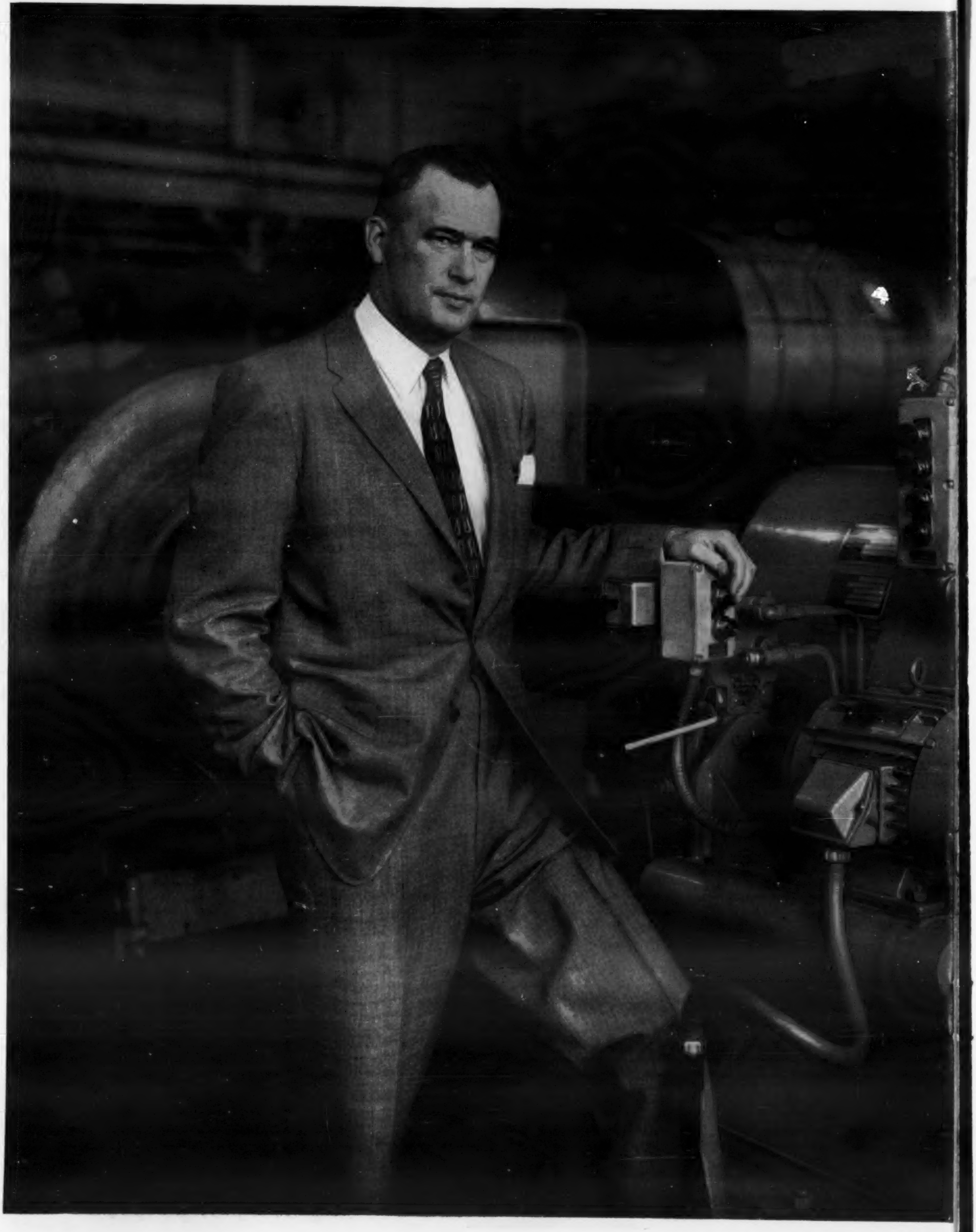
Portrait of a bright young man with a big new job. His name is Larry Talt—aged 6. His job: learning the wonder of words.



With furrowed brow and puffed-out cheeks, he's taking the first painful steps toward literacy. A New Rochelle, N. Y., first-grader, he's acquiring the tools he'll need to absorb the wisdom of others . . . to express his own ideas. His introduction to *The Wonder of Reading* makes a delightful and heartwarming picture-story in the current issue of LOOK.

Profound? No. Momentous? Hardly. But in this schoolroom visit, LOOK once again captures a basic element in the exciting story of people. LOOK's accent on people helps explain why it is read by one of every five Americans aged 10 and over—more readers per dollar than any other major magazine. It helps explain, too, why LOOK is such a compelling salesman for American industry.

LOOK IS READ BY 24,800,000 PEOPLE **LOOK** **the exciting story of people**



"A Wealth of Accurately Condensed Purchasing Information!"

Reports J. P. Moorhouse, Director of Purchases,
Standard Pressed Steel Company

"Purchasing Week *offers editorial coverage which not only keeps the purchasing executive abreast of commodities on which he needs regular information but also on those that indirectly affect his activities. As a corporate source of purchasing information—the foremost assignment of a purchasing executive—it is imperative that I have accurate, easily digestible material on all phases of purchasing.* PURCHASING WEEK *presents significant data in a condensed format that helps me accomplish more during my busy day."*

Covers the buyer-seller interest areas!

PURCHASING WEEK speaks with authority. It reports national-international price, supply, product, developmental situations—and more. By meeting the needs of purchasing executives it offers your sales messages a pre-sold audience; keeps the key men of American industry up-to-date on your products, advantages and services!

Places your story in the purchaser's hand!

PURCHASING WEEK, packed with vital information in an easy-to-read format, is "put together" by 17 full-time editors. 550 business-industrial reporters at home and abroad . . . plus the McGraw Hill Department of Economics and world-wide news facilities . . . back up this editorial staff. With its wealth of pertinent information, PURCHASING WEEK *is read* by purchasing men. In turn, they are bound to *read and react* to your messages!

Delivers your messages in time to sell!

PURCHASING WEEK, with its rapid-fire coverage and delivery, reaches purchasing executives every week of the year. In it, your product information will reach the men who buy in time to be usable. *By concentrating* your advertising in PURCHASING WEEK you will be . . . ***calling every week on the man your salesman must contact.***

Purchasing Week

McGRAW-HILL'S NATIONAL NEWSPAPER OF PURCHASING

McGraw-Hill Publishing Company, Inc., 330 West 42nd St., New York 36, N. Y.

'Esquire' Put on Track Shoes 25 Years Ago and Has Been in the Running Ever Since

New York, March 11—*Esquire* will climax 25 years of publishing in October with a 260-page special issue (at $1 a copy) carrying 110 to 125 pages of advertising.

When William H. Weintraub and the late David A. Smart got out the first issue in October, 1933, they had difficulty persuading American News to handle distribution because of the price, 50¢. The first issue was 124 pages, 13½ of them advertising.

American News agreed to take 5,000 of the run of 105,000 copies, and when newsstand sales proved good it ordered an additional 75,000 copies. Among the contributors in the first issue were John Dos Passos, Nicholas Murray Butler, Erskine Caldwell, Ring Lardner, Gilbert Seldes, James T. Farrell, George Ade, Ernest Hemingway and Dashiell Hammett.

Through the years such figures as George Jean Nathan, Thomas Wolfe, H. L. Mencken and John Steinbeck have appeared in *Esquire*. Mr. Nathan may contribute a piece to the silver anniversary issue in October.

▪ Today Arnold Gingrich, who was the first editor of the book, is publisher, while John Smart is president of Esquire Inc. John Smart assumed the presidency after the death of David Smart in 1952.

Among the other activities of Esquire Inc. there is the Esquire Club, a credit card service, and Coronet Films, Chicago, educational film producer.

Mr. Gingrich, who retired to Europe in 1947 and returned in 1952, also served as editor of *Coronet*, begun in October, 1936, and *Ken*, begun in April, 1938, but discontinued at the beginning of World War II.

• *Esquire* also published, from 1931 until last year, *Apparel Arts*, men's wear business magazine. Last year *Apparel Arts* merged with *Gentlemen's Quarterly* and was changed in format to include the consumer market.

Mr. Weintraub was the first publisher of *Apparel Arts*. He sold his interest in Esquire Inc. in 1941 and established the Weintraub agency, which became Norman, Craig & Kummel in 1955. He remains board chairman of Norman, Craig.

Today *Esquire* guarantees 800,000, and for the six-month period ended last Dec. 31 its average net paid was 829,817. The present newsstand price is 60¢.

In 1934 advertising revenues were $633,326; by 1934 they were $2,946,573. Ten years later, in 1953, they were $4,426,897, and last year the figure was $5,736,878.

To date, excluding that first issue which was billed as a "quarterly," some 20,565 pages of advertising have brought in revenues of $86,280,383. #

Italians Launch Media Survey

An extensive survey of the reading habits and the appeal of television, movies and radio programs to the Italian public has been launched in Italy. 1,400 interviewers have started polling Italians from the northern-most border to the "toe" of the Italian "boot." The survey is sponsored by Italian advertisers and agencies, who are paying 25,000,000 lire ($40,600), via their respective national organizations: Utenti Pubblicita Associati (advertisers association) and Organizzazione Techniche di Pubblicita (agencies). Results of the survey are expected to be known by the end of May.

Des Jardins Promoted

Paul Des Jardins has been promoted to manager of the new product and marketing planning department of Worthington Corp., Harrison, N.J. He will be responsible for the planning and integrating of the marketing programs of all the separate product divisions of the corporation in order to take full advantage of all Worthington's market opportunities. Mr. Des Jardins has been manager of the petroleum and chemical sales department since 1954.

Rayment Joins Desbarats

A. Colin Rayment has joined Desbarats Advertising Agency, Montreal, and has been admitted to partnership. E. W. Desbarats is managing director.

Q. What's Important about CAPPER'S
A. FARMERS LIKE IT!

Here are the new format's features:

- New dress — larger type, improved readability and readership.
- Continuous, business magazine editorial — no front-to-back-of-book jumps.
- Dynamic, vigorous new cover gets attention "at the mail box."
- New features, expanded editorial service.
- Full editorial and advertising mechanical flexibility.

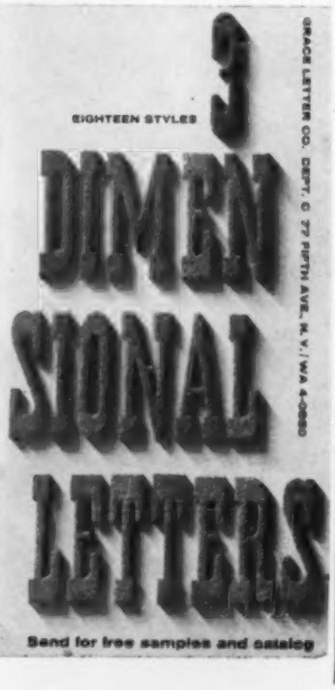
CAPPER'S FARMER
JANUARY 1958
CAPPER'S FARMER
FEBRUARY 1958
15¢
CAPPER'S FARMER
MARCH 1958
15¢
Benson answers 10 timely questions
Have we gone overboard on alfalfa?

ASK US HOW THESE EXCLUSIVE DEPARTMENTS INCREASE FARMER INCOME- AND EDITORIAL INTEREST:

- "Foresight"
- "Decision"
- "Capper Craft"
- "Medical Report"
- "Tape-Recorded Interviews"
- "Grassroots Wire"
- "Country Cooking"

Sales Offices:

New York—420 Lexington Avenue
Cleveland—1010 Rockwell Avenue
Chicago—333 North Michigan Avenue
Los Angeles—633 Shatto Place
Topeka—912 Kansas Avenue


EIGHTEEN STYLES
3 DIMENSIONAL LETTERS
GRACE LETTER CO. DEPT. C 77 FIFTH AVE., N.Y. / WA 4-0680
Send for free samples and catalog

New Book Discusses 'Successful Industrial Selling'

"Successful Industrial Selling," by David D. Seltz, has been published by Prentice-Hall, New York. Mr. Seltz is head of Seltz Salesvertising Service and writes a monthly magazine on selling. The 256-page book discusses the "how-to's" of industrial selling, and subject matter is arranged for quick reference.

Who is the prospect, sales tools, presentations, closing the sale, follow-up calls and sales letters are among the topics covered. Price is $5.65.

Kroger Sees 8% Sales Rise

Sales of Kroger Co. are expected to rise about 8% this year, according to Joseph B. Hall, president. The store chain reported net earnings of $20,635,207 last year on sales of $1,674,123,593. Mr. Hall also commented that Kroger plans 100 new stores for 1958; the company will continue to use trading stamps; the chain will expand into more non-food items if marketing research indicates it is sound and profitable.

Judge Allows Radio-TV to Cover Murder Trial Verdict

Radio and tv stations were allowed to cover the verdict of a murder trial in Omaha by District Judge James T. English. Earlier in the trial the judge permitted news media to install cameras in the doorway to the courtroom.

Judge English said the on-the-spot coverage 'did not disrupt the decorum of the court."

Richardson Joins Fire Assn.

Deuel Richardson has been appointed public relations manager of the National Fire Protection Assn., Boston, succeeding Robert W. Schuette, who has opened his own public relations office. Mr. Richardson formerly handled public relations activities for the New England Council.

SOPHISTICATED—*Martin-Senour Paint Co., Chicago, is using a high-fashion approach in a new campaign which started early this month. Newspapers are being used with a possible magazine campaign later. MacFarland, Aveyard & Co. is the agency.*

FARMER'S NEW FORMAT?

(And So Do Advertisers!)

Today, only CAPPER'S FARMER looks and acts like a farm business magazine.

That's because the readers we—and you—want to reach, want it that way!

The 1,500,000 high-income professional farmers to whom we appeal are among America's smartest business people. And their homes are those which, today, provide one of the world's fastest-growing *rich* markets for the things that spell better living.

This new format is the attractive new "outer garment" for the features that help CAPPER'S FARMER win a responsive interest from the farmers and their families *who mean most in sales* to you. Even more important is its lineup of editorial features that help farm families earn better—and live better.

Let us tell you how to transfer the responsive interest today's farmers take in CAPPER'S FARMER to your own products. Call any CAPPER'S FARMER office today.

A partial list of Blue Chip Advertisers, First Quarter '58

Allis Chalmers Mfg. Co.
A. O. Smith Corp.
Goodyear Tire & Rubber Co., Inc.
The B. F. Goodrich Co.
The Firestone Tire & Rubber Co.
American Telephone & Telegraph Co.
Spencer Chemical Co.
Sheffield Div., Armco Steel Corp.
American Cyanamid Co.
The Procter & Gamble Co.
Funk Bros. Seed Co.
Butler Mfg. Co.
The Ruberoid Co.
Continental Oil Co.
The Texas Company
Albers Milling Co.
Keystone Steel & Wire Co.
Swift & Co.
Morton Salt Co.
New Idea Div., Avco Mfg. Corp.
New Holland Mach. Co.
The Norwich Pharmacal Co.
Johnson & Johnson
Ford Motor Co.
Chevrolet Motor Div., General Motors Corp.
Campbell Soup Co.
The Timken Roller Bearing Co.
Armour & Co.
Fox River Tractor Co.
Gehl Bros. Mfg. Co.
Deere & Co.
Granite City Steel Co.
Gamble-Skogmo, Inc.
National Steel Prods. Co.
State Farm Mutual Auto Ins. Co.
Monsanto Chem. Co.
Inland Steel Prods. Co.
Squibb
The Western Electric Co.
Eli Lilly & Co.
Massey Harris
International Harvester

CAPPER'S FARMER
The Family Magazine for TODAY'S FARMING

Published By America's Leading Agricultural Press—
Also Editors And Publishers Of Kansas Farmer—Missouri Ruralist—
Ohio Farmer—Michigan Farmer—Pennsylvania Farmer

PRE-TESTED

the adventures of
TUGBOAT
ANNIE

BRAND-NEW!
FIRST-RUN!

SUCCESS!

Saturday Evening Post

Over 650,000,000 readers of Norman Reilly Raine's 65 Tugboat Annie stories! 27-year run continues by popular demand.

SUCCESS!

Metro-Goldwyn-Mayer

Tugboat Annie motion picture feature a box-office record-breaker in the top motion picture theatres. N. Y. Times—"story superior"—"a box-office natural."

SUCCESS!

Chicago Audience Test

92% of Lake Theatre audience rated "Tugboat Annie" a TV favorite—certified by Haskins & Sells, C. P. A.

SUCCESS!

CBC TV Network

R. B. Collett, Adv. Dir., Lever Brothers Limited, writes: "excellent viewing audience"—"general public, through mail and telephone calls, indicates strong appeal for every member of the family." Tugboat Annie outrates such shows as Perry Como, Gunsmoke, Wyatt Earp, Dragnet, Climax, Disneyland and many, many others in Canada network markets.

tpa

TELEVISION PROGRAMS OF AMERICA, INC.
488 MADISON • N.Y. 22 • PLaza 5-2100

Washington Potatoes to Ride 'Today' into Midwest, Southeast

YAKIMA, WASH., March 11—The Washington State Potato Commission plans to concentrate its 1958 promotion on the Midwest and Southeast, and will use "Today" (NBC-TV) as its key medium.

The commission's 1958 tv budget is 25% greater than last year. Its entire ad budget last year was $65,791 (AA, July 8, '57); it hasn't indicated what this year's budget is.

■ The promotion this year will include point of sale material, newspapers and trade publications plus newspaper food-page publicity. The tv and newspaper effort will run from July through October, with the trade paper schedule to carry over into November.

The tv ads will again offer, as they did last year, a set of six large aluminum nails and a recipe folder as a write-in premium for 20¢ a set. The nails are to carry heat to the center of the potato during baking.

How J. Ryan & Son, Seattle, is the agency. #

F&S&R Names Titman, Breslov in Cleveland

Harold R. Titman has resigned as comptroller and assistant secretary of Kudner Agency, New York, to become manager of administration of the Cleveland office of Fuller & Smith & Ross. Mr. Titman was a member of the original group of the Kudner Agency, founded in 1935 by the late Arthur Kudner. Kudner will announce Mr. Titman's successor about March 17. Earlier this year, Kirk C. Tuttle, who spent 14 years with Kudner, where he had been an account executive on Goodyear Tire, moved to F&S&R as vp and manager of the Cleveland office.

James L. Breslov, a free lance copywriter, has joined F&S&R's creative staff in Cleveland. Mr. Breslov was rated among the nation's "100 top copywriters" by a 1954 panel of advertising executives.

Greyhound Rent-A-Car to Use Print, Radio with TV

Greyhound Rent-A-Car Inc., which in February inaugurated tv promotion on the "Steve Allen Show" (NBC-TV), plans to use supplementary print and broadcast advertising during 1958. Grant Advertising is the agency.

Greyhound Rent-A-Car, which claims to be the first car rental service to use network tv, now has more than 11,000 units operating out of 700 leasing stations throughout the country and expects to have a total of 15,000 units operating by the end of 1958.

Interstate Slates 'Marco Polo'

Interstate Television Corp., Allied Artists subsidiary, in association with W. Lee Wilder, will soon begin production of a series of 39 half-hour television films titled "The Adventures of Marco Polo." The series will be filmed on location in the Far East.

CLIPPINGS!

We read over 3,450 Business, Farm and Consumer magazines as listed in Bacon's 1958 Publicity Checker.
Checker on approval $18.00

SPECIALIZED CLIPPING SERVICES
1. Publicity
2. Competitive Publicity
3. Competitive Ads
4. Subject Research

BACON'S
CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WAbash 2-8419

CBS Buys KWK-TV; Call Letters to Become KMOX-TV

Columbia Broadcasting System has purchased KWK-TV, St. Louis, following the FCC's reaffirmation of the purchase terms of the $4,000,000 deal. The call letters of the station, which CBS bought from the *St. Louis Globe-Democrat* and other stockholders, will be changed to KMOX-TV March 16. Gene Wilkey, general manager of KMOX, radio station, will take over the direction of the tv station.

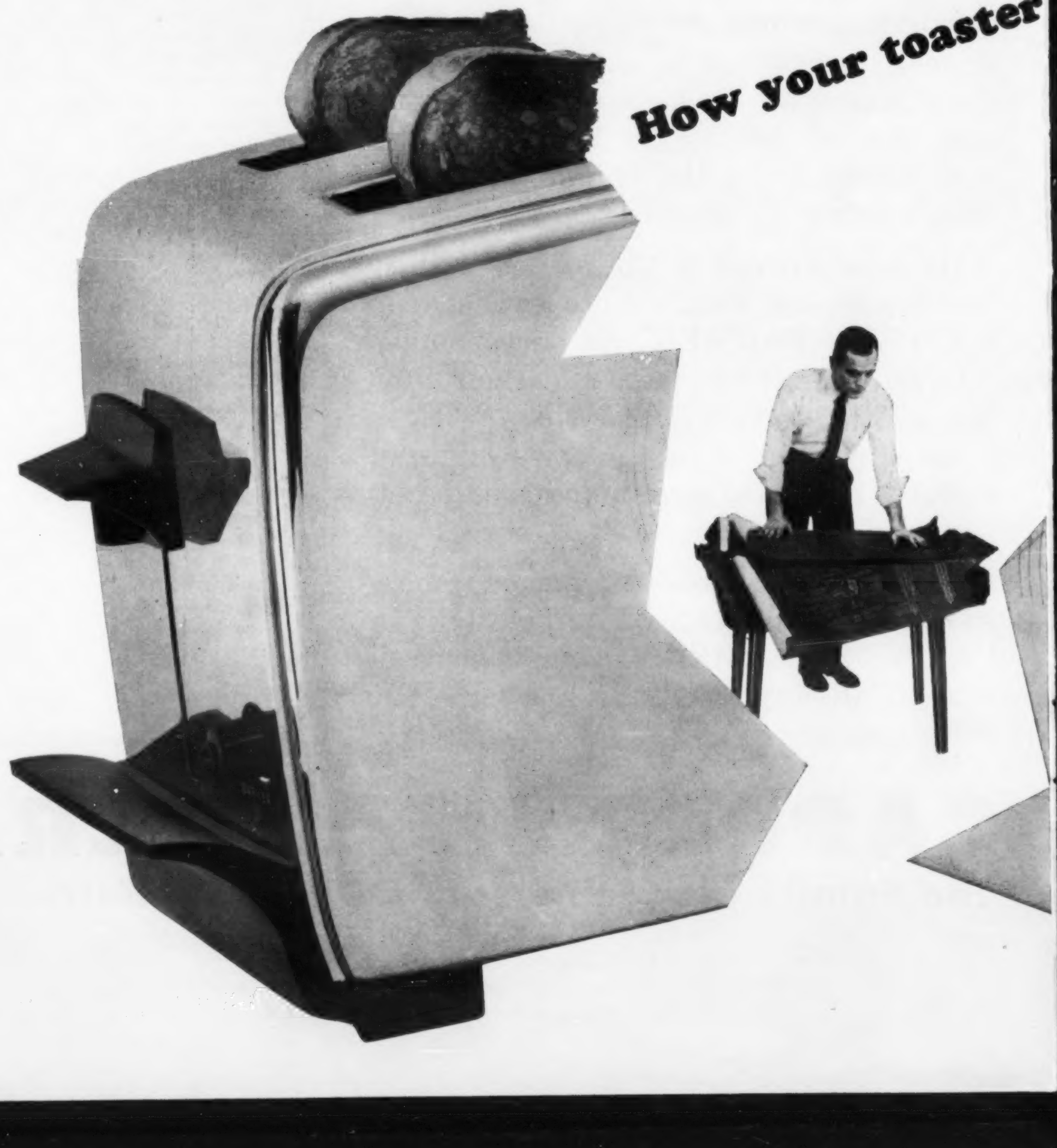
The FCC approved plan for CBS assumption of the ownership of KWK-TV calls for Channel 11, which had been originally granted to CBS, to be put in escrow. After CBS decided to purchase KWK-TV some time ago, the network proposed to sell its construction permit for Channel 11 to 220 TV Inc., a company formed by three of the unsuccessful applicants for Channel 11. This transaction was blocked, however, when St. Louis Amusement Co. obtained a stay order from the court of appeals in Washington.

Plough Moves Overseas Account to National Export

Plough Inc., Memphis, has appointed National Export Advertising Service, New York, to handle its overseas advertising. The assignment includes advertising for St. Joseph's aspirin, Nujol, Musterole, Penetro products and Mexana powder. Quinn-Lowe, New York, previously handled a portion of the account. At the same time, National Export announced the resignation of the Norwich Pharmacal account, which it had handled for five years.

Hudson Transit Names Punch

Hudson Transit Lines' Short Line System, Mahwah, N. J., operating a fleet of buses in the New York-New Jersey-Pennsylvania area, has named Punch Associates, Teaneck, N. J., to handle its advertising and public relations program.



Roasters Plan Iced Coffee Drive, Survey Shows

More than 80% of the coffee roasters that have pushed iced coffee with industry-level advertising for the last two years say they plan to continue the drive. Half of them say they'll increase their advertising.

Their plans are revealed in a survey of iced coffee promotion conducted by *Coffee & Tea Industries*. The survey revealed that point of sale is the roasters' favorite medium for iced coffee, followed by spot radio, tv, newspapers, magazines and outdoor posters, in that order. 52% of the roasters have been pushing regular iced coffee, 15% have concentrated on instant iced coffee, while 35% have pushed iced coffee made with either.

Campbell to Push New Soups

Campbell Soup Co. is planning a major ad drive beginning in April to promote the three new soups it introduced last fall—chicken vegetable, minestrone and turkey noodle. Four-color pages will be used in *American Home, Better Homes & Gardens, Capper's Farmer, Good Housekeeping, Ladies' Home Journal, Life, Look, McCall's, Parents' Magazine, Reader's Digest, The Saturday Evening Post, This Week Magazine* and the First Three Markets Group. Tv advertising will be carried on "Colt .45" (ABC-TV) and "Lassie" (CBS-TV).

'Life' Boosts Coffee

Richard Coffee, formerly promotion manager of *Life*, New York, has been named promotion director of the magazine, succeeding George D. Wever, who has resigned. Mr. Wever said he plans to continue in the promotional field. *Life* also has named William C. Kiefer, formerly with Carl Byoir & Associates, to its promotion department to supervise promotion copy written by and for the department.

Snider Uses '57 Devil Theme for Catsup in '58 Drive

FULLERTON, Cal., March 11—Snider Foods Inc., a division of Hunt Foods, this month will launch what is said to be one of the largest introductory campaigns ever used for any brand of catsup to promote its new Snider's Hotter Catsup.

A brief magazine ad campaign with a "devilish" theme in 1957 has been expanded to include four-color pages in every issue of *American Weekly, McCall's* and *Redbook* and full-page color ads in a number of other publications including *Life*.

Marking its tv debut, Snider will run more than 500 tv spots per week in 90 cities in 23 Pacific Coast, southwestern, southern and southeastern states. The commercials will feature original background music by Nelson Riddle and will stress the chili pepper flavor of the catsup. The campaign is of indefinite duration.

Young & Rubicam is the agency. #

Oregon Court Rules Law to Regulate Comics Books Void

An Oregon state law enacted in 1955 to regulate comics books has been declared unconstitutional by the Washington state supreme court. The court held that the law was "void on its face because it requires a prior license for the publication of all comics books, harmless and harmful, good and bad alike. While ostensibly aimed at sales to minors, it is not so limited. It applies to all sales and to all people," said the court.

The law required the licensing of all dealers in comics books.

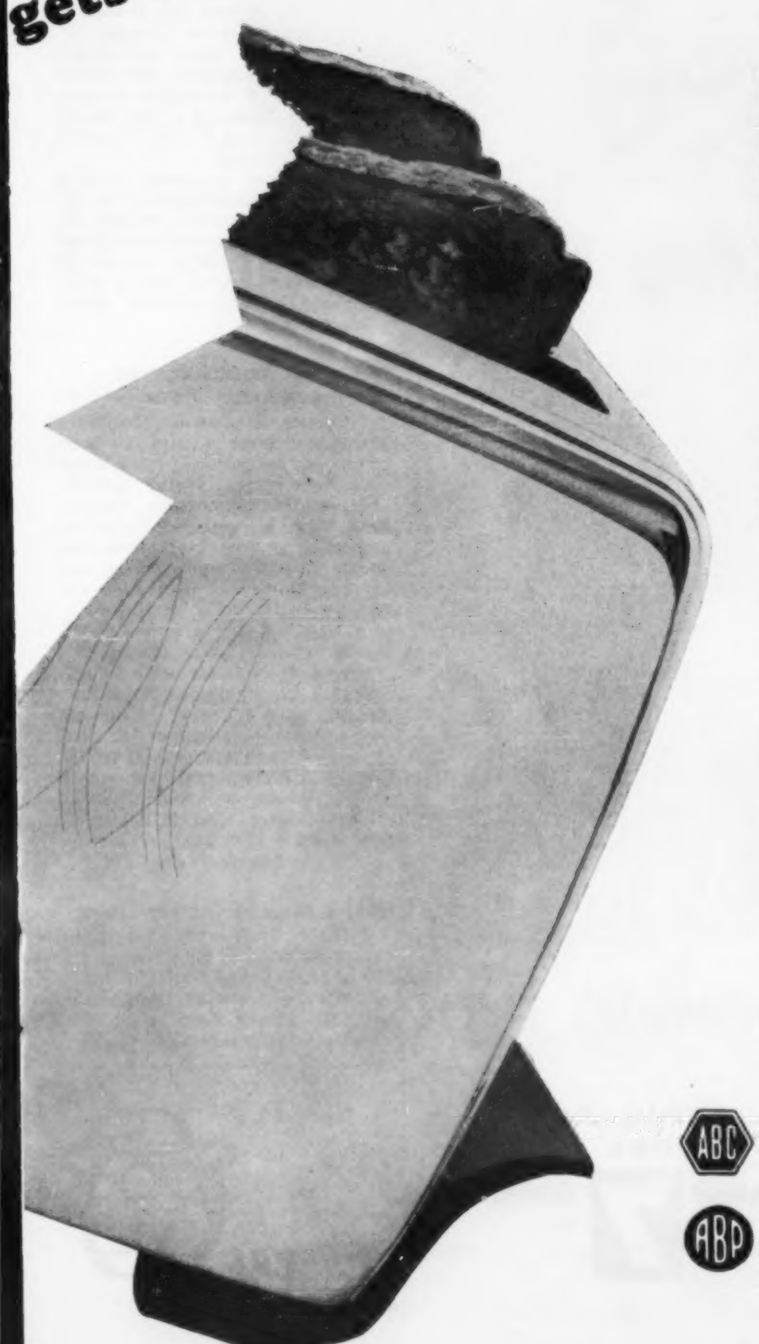
Macon Newspapers Expand

A half-block site has been purchased as a site for a new building for the *Telegraph* and *News*, Macon, Ga. The new plant for the newspapers is expected to be completed by July, 1959.

Snyder Heads WTAE

Franklin C. Snyder, vp and director of client services in the Cleveland office of McCann-Erickson, will become general manager of WTAE, new Pittsburgh tv outlet, effective April 1.

gets a split personality



Unseen to you, the toaster on your breakfast table has several identities. A familiar kitchen companion? Sure. An ingenious creation of the appliance industry? Of course. But more to the point: *your toaster is another product of Metalworking.*

A big piece of the economy, the $130 billion Metalworking production operation contributes to practically every major market; adds up to more than a quarter of the gross national product.

Metalworking is a specialist business. Whether it's toasters or automobiles, pumps or supersonic missiles, the men who control Metalworking production are an important group if you're selling to industry.

You reach these men fast, efficiently and resultfully in *American Machinist*. It's a publication specifically and exclusively for Metalworking production engineers and executives. No iron foundries or blast furnaces. The working of metal into finished products is the business of our readers—and we stick to that business.

Every other Monday, 41,000 copies of American Machinist land on the desks of Metalworking production men—and promptly go to work. That's why more production men subscribe to American Machinist than any other Metalworking publication. Advertising in this environment is working advertising; selling products where sales count.

Last year, 988 advertisers put over 6,000 pages of advertising in *American Machinist*. This is nothing new. Because *American Machinist* reaches the men who harness the power of Metalworking, it's the most effective advertising medium for the equipment, materials and supplies that build America's biggest single industrial operation.

Where it's made of metal . . . *they're reading*

ABC

ABP

American Machinist

McGRAW-HILL MAGAZINE OF METALWORKING PRODUCTION

330 West 42nd Street, New York 36, N. Y.

HOT AS A PISTOL

On the mark, set and gone . . . to new heights! LAW AND ORDER is now FIRST in advertising dollars, FIRST in executive circulation, FIRST in editorial, FIRST in the hearts of its readers.

Now, more than ever before, you stand to benefit by advertising your products and services in LAW AND ORDER because it is highest in reader response. 12,000 copies blanket 6,301 police departments. All issues ring-punched for saving and study yet coupon cards and every-issue-a-special-issue policy produces direct sales—exceptional results. 97.48% verified BPA circulation.

NBP

For the details, write or phone:

BPA

LAW AND ORDER

72 WEST 45th ST., N.Y. 36, N.Y.

MUrray Hill 2-6606

Rice Joins MacLaren

Martin B. Rice has joined the Toronto office of MacLaren Advertising Co. Ltd. to become manager of the sales promotion department on the General Motors of Canada account. In the advertising agency business in New York and Detroit since 1925, Mr. Rice was with Campbell-Ewald for 10 years, and has been with Kudner Agency for the past 22 years.

Keystone Adds 10 Affiliates

Keystone Broadcasting System has added 10 affiliates, bringing its total to 1,027. The affiliates are KVNC, Winslow, Ariz.; WFDR, Manchester, Ga.; WEND, Baton Rouge; WTYM, Springfield, Mass.; WAHL, Hastings, Mich.; KRSN, Los Alamos; WKOV, Wellston, O.; WGTN, Georgetown, S. C.; WALD, Walterboro, S.C., and KZOL, Muleshoe, Tex.

Three Name Gregory & Co.

Willard G. Gregory & Co., Los Angeles, has been named to handle advertising for Consolidated Tool Co., subsidiary of Pendleton Tool Industries Inc., Los Angeles, and for the National Cotton Council and the Textile Bag Manufacturers Assn., Memphis. Advertising for all these accounts will include consumer and trade publications.

Daily Promotes Seeman

M. J. (Mil) Seeman, national advertising manager of the *Aberdeen American-News*, Aberdeen, S.D., has been named advertising director of the newspaper, a new position.

Brown Named Publisher

Robert E. Brown, formerly eastern advertising manager of *Harper's Bazaar*, has been named publisher of *Bride & Home*, New York, succeeding William M. Fine, who has been named executive editor of *Good Housekeeping*. All are Hearst magazines.

Dahlman Joins BBDO

William Dahlman, formerly manager of product promotion of Revlon Inc., a former account of Batten, Barton, Durstine & Osborn, has joined BBDO, New York, as a marketing executive on the Bristol-Myers account.

This is the kind of hold our station has on people

You meet people face to face and heart to heart here — the growing-up and grown-up people of 747,640 T.V. homes. These are flourishing and happy homes, in the thriving 41 counties in the 3 states of the WHIO-TV market. Our loyalty is expressed in our programming, in public service — in such little things as no triple spots. Theirs we learn about through mail counts and ratings in which we consistently excel.

These people comprise one of the most rewarding areas you can reach — both in quality and size. Let National Representative George P. Hollingbery tell you all about them.

whio-tv
CBS
channel 7 dayton, ohio

ONE OF AMERICA'S GREAT AREA STATIONS
Reaching 2,881,420 People

TOY STATE COOKIES
Sunshine TOY STATE COOKIES

EDUCATIONAL—*Sunshine Biscuits is packaging its new Toy State cookies in this color carton designed and produced by Container Corp. of America. The back of the carton has a cut-out card with the names of eight states, their capitals and nicknames.*

Sweeney Predicts 55,000,000 3-Year Radio Set Volume

CHICAGO, March 11—More than 55,000,000 new radio sets, 66% of them transistor models, will be sold in the next three years, Kevin B. Sweeney, president of the Radio Advertising Bureau, has predicted.

In a talk before the Broadcast Advertising Club of Chicago, Mr. Sweeney said that pocket-size inexpensive transistor sets would sweep the U. S. market in the near future. He displayed a new set recently developed by the Japanese which sells for $30.

He criticized the apathy of U. S. radio set manufacturers in the development of miniature radios. He added that the industry would sell 25,000,000 sets yearly instead of the 15,500,000 sold in 1957 if manufacturers would promote radios properly. #

Monsanto Names Lawton in Consolidation Move

Theodore S. Lawton, formerly assistant director of sales, has been promoted to director of market development at the plastics division of Monsanto Chemical Co., Springfield, Mass. He will coordinate the activities of five staff functions which have been consolidated: advertising and sales promotion, automotive sales development, creative design, industrial and building applications and market research.

Others given new posts in the consolidation include Ralph F. Hansen, from manager of market development to assistant director of market development; Luigi A. Contini, from assistant manager of market development to manager of creative design, and Margaret L. Reid, from market analyst to manager of market research.

Heaton Joins McGavren-Quinn

William T. Heaton has been named manager of the Chicago office of McGavren-Quinn Co., radio and television station representative. Mr. Heaton was previously with Kaiser Aluminum Co.

Gaspar does it!
See page 104

SPORTS AFIELD
let's
set
the
RECORD
straight

SPORTS AFIELD	**997,039**
Outdoor Life	935,049
Field & Stream	921,341

The new ABC Publishers' Statements for the last six months of 1957 make it clear: Sports Afield is the *leader* in the sportsmen's field. Sports Afield delivered the largest circulation at the lowest per thousand rate—and today gives advertisers the largest guaranteed circulation—950,000—at the lowest per thousand rate. Any way you look at it, Sports Afield is your best buy in the sportsmen's field.

Internal Revenue Eases Further Its Expense Tab Rule

Plan to Exempt Most Small Spenders Still Awaits Final Approval

WASHINGTON, March 12—The Internal Revenue Service outlined a plan today which excuses most salaried people from the need to itemize their expense account transactions when filing their 1958 income tax report.

Under the plan, no expense account details will be required from individuals who have to account to their employers for all of their expenditures.

Breakdowns will be required, however, if no accounting is required by the employer or if reimbursement exceeds the expense actually incurred by the employe.

A final decision on the plan will be made by the Commissioner of Internal Revenue later this year. Meanwhile, the Internal Revenue Service has requested that anyone who wishes to comment on the procedure submit views in writing within 30 days.

■ If adopted, the plan will by-pass a controversy which was stirred up late last year when the Internal Revenue Service revealed that 1957 tax forms require all taxpayers to account for any money they receive as reimbursement for expenses incurred in behalf of their employers.

While the question remains on the 1957 tax forms, the resulting protests were so severe that the Internal Revenue Service announced that taxpayers will not be required to answer it when they fill out their 1957 returns.

Under the new plan, the bureau said it is trying to crack down on expense account abuses without imposing "unnecessary hardship" on millions of taxpayers who receive relatively small expense accounts.

To this end, it specified that no accounting will be required for incidentals, such as office supplies or local transportation.

■ In addition, no breakdown will be required on the tax form if advances or reimbursement cover only travel, transportation, entertainment and similar expenses which were incurred in behalf of an employer and covered by a written statement submitted to the employer. However, the taxpayer will be required to give the government a statement that the amount received from the employer did not exceed actual expense incurred in his behalf.

"To account to his employer," as used in this section, means to submit an expense account or other required written statement to the employer showing the business nature and the amount of the employe's expenses broken down into such broad categories as "transportation, meals and lodging while away from home overnight, entertainment expenses and other business expenses," the proposed regulation says. For this purpose, it adds, the commissioner will approve reasonable business practices under which mileage, *per diem* in lieu of subsistence and similar allowances for ordinary and necessary business expenses in accordance with a fixed scale may be regarded as equivalent to an accounting to the employer.

Other employes who do not account to their employers, or who do not account for the full sums they receive, will be required to provide breakdowns of their expenses and to report as income that portion of the expense fund which is not covered by deductions.

■ The Revenue Service recommended the preparation of a daily diary as the most effective method of justifying expense account deductions.

It noted, however, that detailed records of certain expenses, such as tips, are not required, and it said that frequently, where documentary proof is unavailable, it is possible to establish travel expense from reliable secondary sources of information and collateral evidence. #

Francis Holbrook Promoted

Francis E. Holbrook has been promoted to the new position of vp in charge of marketing of International Molded Plastics, Cleveland, maker of melamine dinnerware. Mr. Holbrook joined the company 10 years ago as sales manager.

Bolka Named PR Head

Arnold R. Bolka, publisher of "Toy Market Reports," has been appointed director of public relations of Toy Guidance Council Inc., New York.

Want Information? News?

Burrelle's will supply clippings from daily and weekly newspapers — national, sectional or local — magazines, trade-papers, promptly.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
phone BA 7-5371
165 Church St., New York 7, N. Y.

ON SUNDAY, MARCH 16th, Channel 4 in St. Louis became *CBS Owned KMOX-TV**... bringing new viewing pleasure to more than 775,000 television families in Mid-America: the CBS Television Network roster of entertainment, news and information programs...*plus* the great feature films of MGM, Warner Brothers, Columbia and 20th Century-Fox...*plus* local shows patterned to local tastes and designed to enable KMOX-TV to play an ever-larger role in the public affairs of the St. Louis community.

KMO

Without the "TV," these call letters have meant fine radio for the past 33 years. Now, with "TV" added, they mark the beginning of a new and exciting era of great television service for Mid-America.

**Formerly KWK-TV.*

Paramount Appoints Two

Herb Steinberg, former national exploitation manager of Paramount Pictures Corp., has been appointed to the new post of Paramount studio advertising and publicity director in Hollywood. Bob Goodfried, former assistant studio publicity manager, has been promoted to studio publicity manager. Mr. Goodfried succeeds Teet Carle, who joined the Cecil B. DeMille organization in an executive publicity post on the Paramount film, "The Buccaneer."

Remington Boosts Chapdelaine

Remington Rand electric shaver division of Sperry Rand Corp., Bridgeport, Conn., has promoted Edward J. Chapdelaine to head of the sales promotion section. John E. Sutton, formerly with Grey Advertising Agency, New York, replaces Mr. Chapdelaine as advertising assistant.

British TV Ad Expenditures in '57 Show 146% Gain Over '56; Print Media Up 4.7%

(*Continued from Page 2*)

corded an eight-figure expenditure in one month—$29,839,600.

If print advertising continues to grow, even at the diminished rate, it looks as if the total for 1958 is going to be well over $280,000,000, the *Review* forecasts. This, it said, seems a reasonably likely projection, unless business falls off unexpectedly.

■ On the television side, however, it is anybody's guess, said J. P. Scott, managing director of the *Review*: "It usually pays to be optimistic, and I would venture an estimate of more than $126,000,000 in 1958."

This would mean an estimated expenditure in the two main advertising media this year in excess of $406,000,000. "At any rate," says the *Review*, "1958 should prove an interesting and challenging year for the advertising community."

Analysis of print advertising expenditures by media in 1957 shows that the trend away from the magazines and into the mass circulation newspapers continued. This is the trend which largely contributed to the folding last year of *Picture Post*, one of Britain's big four mass market magazines.

The only other section of print media to record a decline in the amount of advertising it sold was the group of three London evening newspapers. Their advertising take dipped 2.77% in 1957. Magazines were down 1.49% from 1956.

All other groups showed gains, the biggest being in Sunday national newspapers (up 17.65%); technical publications (up 15.46%), and trade publications (up 12.48%). Smaller gains were recorded by provincial newspapers and national daily newspapers. #

Clark Succeeds Gardiner as AMA Business Manager

The American Medical Assn., Chicago, has appointed Russell H. Clark business manager, succeeding Thomas R. Gardiner, who will assume new duties in the advertising department as consultant on advertising and technical exhibits. Before joining the AMA, Mr. Clark was staff assistant to the vp and general manager of the Chicago Tribune Co. Under the new setup, Mr. Clark will supervise all of the business activities at AMA headquarters, including advertising, headed by Robert J. Lyon, and industrial and personnel relations. Mr. Gardiner has been with the AMA 49 years.

Bailey Joins Masson

Frederic S. Bailey has joined Thomas L. Masson Co., Boston, publishers' representative, as a vp. He was formerly general manager of WTAO, Cambridge, Mass., and WBMS, Boston.

X-TV

The new
KMOX-TV
Channel 4
St. Louis
CBS Owned
Represented by
CBS Television
Spot Sales

executives
can you use
$1500 - $2500
or $5000?
Arranged by phone

Your own signature is all that is required. No collateral...no endorsements...no red tape. Our simplified form means fewer questions...privacy is assured at all times. Payments may be spread over 2 years

BORROW THIS MONTH—
NO PAYMENTS TILL JUNE

Call Mr. C. C. Lyons, Vice Pres.
MUrray Hill 2-5000

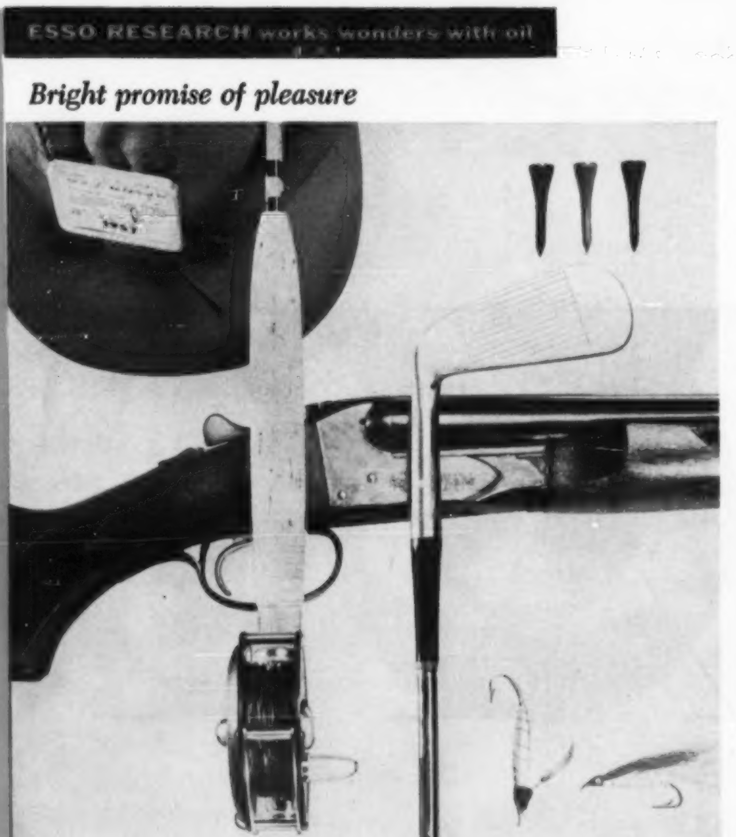
COMPLETE BANKING
SERVICES
for BUSINESS and
the INDIVIDUAL

INDUSTRIAL
BANK OF COMMERCE
Main Office: 56 East 42nd Street
Other offices throughout the city
Member Federal Deposit Insurance Corporation
Available to residents of N. Y. Metropolitan area
Including Conn. and N. J.

put the Touch

THERE'S A NEW WAY TO SELL PETROLEUM PRODUCTS TODAY...

ESSO freshens up the petroleum scene with a turnabout strategy . . . away from hard-selling but tough-to-grasp technical advantages . . . capitalizing on the consumer's familiarity with everyday objects . . . all made better, of course, with the products of Esso Research.



ESSO RESEARCH works wonders with oil

Bright promise of pleasure

On their way from manufacturer to store to you, metal parts stay bright thanks to a thin coating that prevents rust. You can't see it. You scarcely feel it. But these petroleum-based products of Esso Research are also helping roller skates to stay bright, knives and razor blades to stay keen. Often in such unusual ways, **ESSO RESEARCH** *works wonders with oil.*

There's a new way to sell petroleum products, transportation, foods and many other things today. Now, too, a new way to sell your product to the Chemical Process Industries . . .

# of Tomorrow

in today's CPI selling!

Your marketing plans are geared high. You're getting out a better product. You've steamed up the sales force. Is there anything you've missed — any fresh approach, new selling strategy?

The CPI is a crowded marketplace. You can play tag with technicians, chase chemists, go dizzy running after dozens of so-called "influences". Or you can go directly to where the buying decisions must be made . . . because it's the identical place where new earnings must be made. *To CPI-Management* . . . the industry's front-line against the "net profit squeeze". Not only top *administrators* — but decision-makers in *production and plant operations, design and construction, research and development, sales and purchasing* . . . management in all functions!

But what about "*communications*"? Doesn't sharper planning and a better product mean you're moving too fast for yesterday's advertising media? And what you want for your *top-priority CPI-publication* is the one going your way . . . right to *CPI-Management!*

Think how much this means to you! You bulk your budget in a single, premium-circulation magazine . . . CHEMICAL WEEK . . . *CPI-Management's own!* You gain the impact of weekly frequency. Your timely sales messages are invigorated by an equally time-conscious editorial news content. You capture a select audience trained to react faster — authorized to act decisively. *You put the TOUCH OF TOMORROW in today's CPI selling.*

Chemical Week

To
sell
CPI-Management
in
all
functions

A McGraw-Hill Publication
McGraw-Hill Building
New York 36, N. Y.
(ABC-ABP)

L. C. BARNETT, TOPEKA NASH DEALER, SAYS:

"For the past 35 years that I have been actively selling automobiles in the Topeka area, I have always depended upon newspaper advertising. In fact, it's the only medium that has ever produced 'DIRECT RESULTS' for us."

L. C. Barnett

TO SELL THE CAPITAL CITY AND THE KANSAS MARKET, YOU NEED THE CAPITAL-JOURNAL!

You can profit by the experience of Topeka businessmen whose year-in and year-out advertising has proved conclusively that to sell metropolitan Topeka and the surrounding market area, you need the Capital-Journal.

Also bear in mind that in the rapidly expanding 21 county drive-in trading area of Topeka—56% of the people prefer the Capital-Journal.

When you are making up that next list, remember—to really sell Kansas . . . you need the Capital-Journal.

Represented Nationally by

JANN AND KELLY, INC.

TOPEKA
Capital-Journal
STAUFFER PUBLICATIONS' NEWSPAPERS

Big Car Makers Furtively Peek at Little Cars

(*Continued from Page 3*)

If Ford and GM do enter the domestic small-car field it will be reluctantly. Both Ford's Ernest R. Breech, board chairman, and Harlow H. Curtice, president of GM, have long argued American desires run toward large, luxurious automobiles.

But the growing popularity of their own imports from Europe, such as GM's Vauxhall and Rekord and Ford's Anglias, Consuls and Prefects, may have raised doubts in both companies. Then, too, American Motors' President George Romney has boldly predicted that by 1965 half of the cars purchased in the U.S. will be the small jobs.

Best estimates are that 400,000 of the small cars will be sold in America in 1958 and Mr. Romney hopes to market 180,000 of these.

MRS. MARY AGNES SCHROEDER *has joined Tatham-Laird, Chicago, as a group copy supervisor on the Toni Co. account. Mrs. Schroeder formerly was with North Advertising as a group creative director.*

▪ It is extremely doubtful whether either Ford or GM can produce a car less expensive than American Motors' Rambler, which when fully equipped sells for around $2,400.

Because of the cut in per unit profits many observers feel GM and Ford will think long and hard before slashing away at their own income. These observers do not believe that over-all auto buying will increase.

The sag in automobile sales has long puzzled the industry's most astute merchandising experts.

What bothers them most is that people with money who usually buy cars every year are staying out of the 1958 market.

▪ There is one school of thought that the industry has been riding on an advertisement-built philosophy that made a current model car a mark of social prestige.

There are neighborhoods where a resident would not think of buying less than an Olds or Buick for fear of losing social acceptance.

"That was the old story of keeping up with the Joneses," said one sales boss.

"But the Joneses aren't buying this year and this is mushrooming."

Another added sadly, "Perhaps Americans are becoming more mature in their car-buying habits." #

Gamble Checklist Aids Evaluation of Agency Performance

(*Continued from Page 3*)

of profitable sales-producing ideas—not just advertisements.

"Initiates merchandising and advertising plans only after first-hand acquaintance with field conditions at point of purchase.

"Develops merchandising plans first, if applicable, and then creates specific advertising designed to implement the plans.

"Pretests advertising in applicable situations.

"Makes continuing analyses of sales trends in proportion to clients' merchandising and advertising efforts.

"Maintains accurate cost accounting system to insure economy of operation.

"Has reputation for quick payment to its engravers, printers, typographers, media and others.

"Has physical plant, furnishings and equipment fully adequate for effective work on clients' merchandising and advertising."

▪ A copy of the booklet will be mailed without charge to anyone who writes for it on a business letterhead, addressed to Robert M. Gamble Jr. Inc., 1025 Connecticut Ave., N.W., Washington, D.C. #

The MUSKEGON CHRONICLE now in its SECOND 100 YEARS!

ACCEPTANCE

A PLUS VALUE!

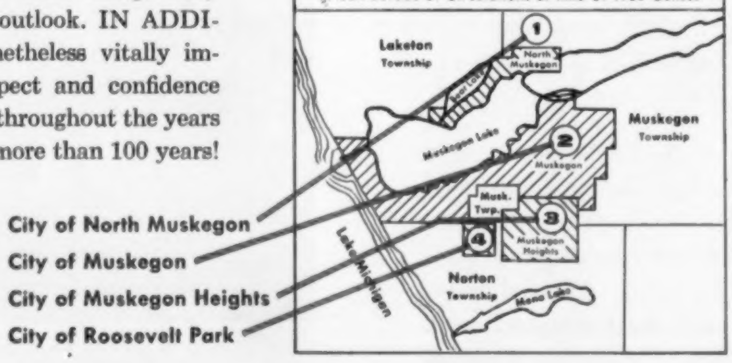
. . . assurance of advertising productivity at no extra cost!

Market Area—Population—Buying Power—and Newspaper Coverage . . . all are important factors in the effectiveness of newspaper advertising.

Discerning advertisers will find significant indices in the burgeoning Muskegon market much to their liking. They will find much to brighten their sales outlook. IN ADDITION—indiscernible perhaps, but nonetheless vitally important to the advertiser, are the respect and confidence readers of The Chronicle have acquired throughout the years in their "hometown" newspaper. ¶ For more than 100 years! —Now into its second century, The Muskegon Chronicle has gained ever increasing public acceptance. It has served both reader and advertiser faithfully and well these many years.

4 Cities but . . . 1 ABC* City Zone with 87,819 Population

* Audit Bureau of Circulations at time of 1950 Census



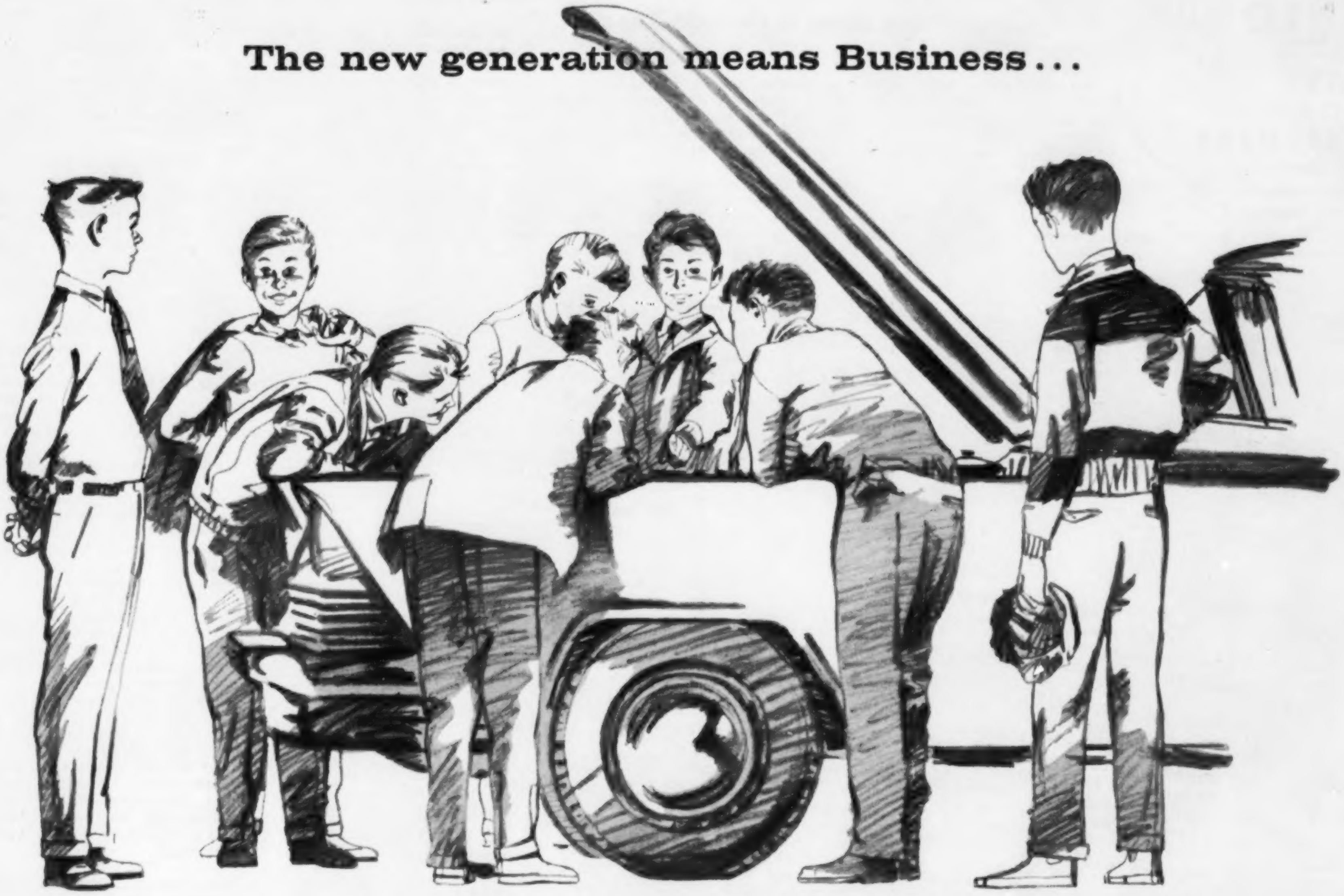
"the best of Michigan"

BOOTH NEWSPAPERS

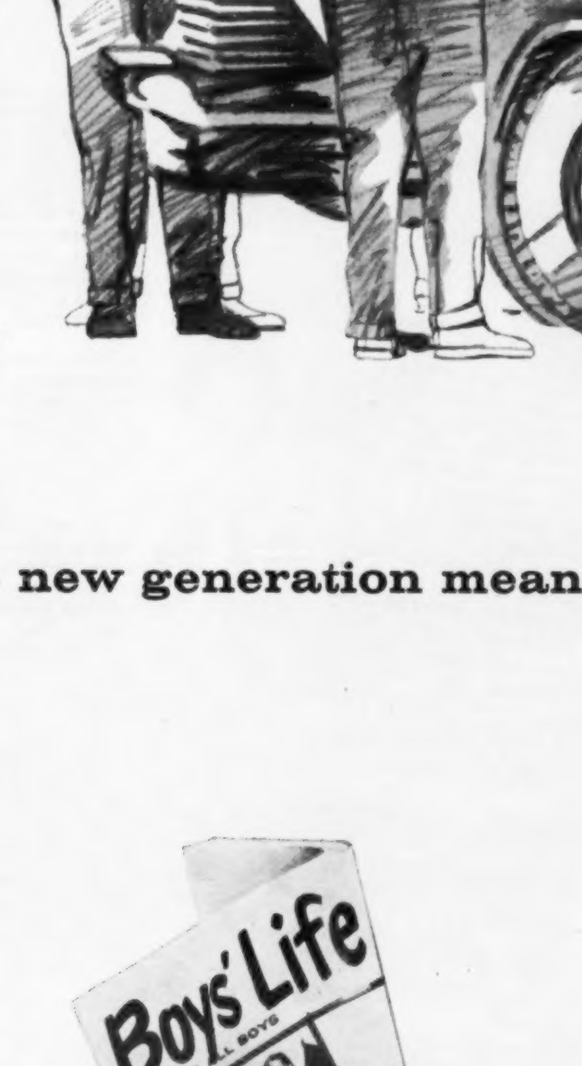
THE BAY CITY TIMES · THE SAGINAW NEWS · THE ANN ARBOR NEWS · JACKSON CITIZEN PATRIOT · THE FLINT JOURNAL · KALAMAZOO GAZETTE · THE GRAND RAPIDS PRESS · THE MUSKEGON CHRONICLE

NATIONAL REPRESENTATIVES: A. H. Kuch, 260 Madison Ave., New York 16, MUrray Hill 5-2476; Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, Superior 7-4680; Brice McQuillin, 785 Market St., San Francisco 3, Sutter 1-3401; William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

The new generation means Business . . .



The new generation means AUTOMOBILE BUSINESS!



A big factor in Detroit's thinking is the impact of youth on used car sales and family new car purchase. They know, as we know, that what goes on under the hood is second nature to boys, and that an enthusiastic recommendation from the boy in the family helps clinch the sale. Proof positive? Chevrolet, Chrysler, Ford and General Motors run full page consistent schedules in BOYS' LIFE.

Advertising with general audience appeal has no effect on youth. The only way to reach them and impress them is in their own language in their own magazine.

1,800,000 NET PAID pub. est.

The Magazine That Reaches the NEW GENERATION • Published by the Boy Scouts of America

KRLD
CBS
DALLAS
* HAS MORE LISTENERS than any other radio station in Texas

NCS NO. 2

THE BRANHAM COMPANY
National Representatives

'Arch Forum' Film Foresees $500 Billion U. S. Construction Boom in Decade Ahead

NEW YORK, March 12—*Architectural Forum* predicts a $500 billion construction boom during the next 10 years and has brought out a film dealing with projected industry problems.

In "The New Age of Architecture," a 40-minute, 16mm movie, the Time Inc. business paper considers the challenge thrust upon architecture by 10 years of construction in prospect. It indicates the decade's construction volume will be "roughly equivalent" in monetary terms to all buildings standing in the U. S. today.

Architects, civic leaders, financiers and planning experts offer views during the course of the b&w film. Examples:

■ "Construction has remained close to 11% of gross national product since the end of World War II," says Miles L. Colean, leading construction industry economist, who weaves a thread of practical business implications through the film.

"So we shall be witnessing a unique historical event, a country almost doubling its building investment in about 10 years' time—an investment of about half a trillion dollars," Mr. Colean says.

Frank Lloyd Wright, Mies van der Rohe, R. Buckminster Fuller, Edward D. Stone, Victor Gruen and others, representing virtually every architectural approach, demonstrate the esthetic, "moral," and economic implications involved in design.

Mr. Wright said building today must use new materials in new ways, not new materials in classic ways.

"If [the Orientals and Greeks] had steel and glass, we wouldn't have to do any thinking today," Mr. Wright said. "We would be copying them. But now something has to be done with these new materials."

Mr. Wright said that from an economic standpoint it is a "profitable thing" to make workers happy by giving them pleasant working environment.

Slum clearance, traffic congestion and suburban development problems also are touched upon in the film.

■ Emphasis is placed on use of park and mall areas. Nathaniel A. Owings, of the Skidmore, Owings & Merrill architectural organization, said the creation of open space, especially in urban areas, can raise the economic value to a "justifiable" point.

"In New York, for example, we have developed in lower Manhattan a project of the Chase National Bank in [an] area where the only open space happens to be the graveyard of Trinity Church," Mr. Owings said.

"By clearing two city blocks in the area," he said, "and erecting a building which covers only one-third of the total two-and-a-half acres, we have made it possible to have sun, trees and grass growing on a great central plaza."

Robert Moses, who, among other things, has been coordinator of construction of New York for 25 years, said if the Chase Bank had instead decided to move to midtown Manhattan, "doubtless many similar institutions would have followed, and that would have been a very serious blow to lower Manhattan."

■ Victor Gruen, designer of many buildings in the Southwest, said the "melee of machines and flesh" brought about by traffic congestion today in large cities must be "discontinued."

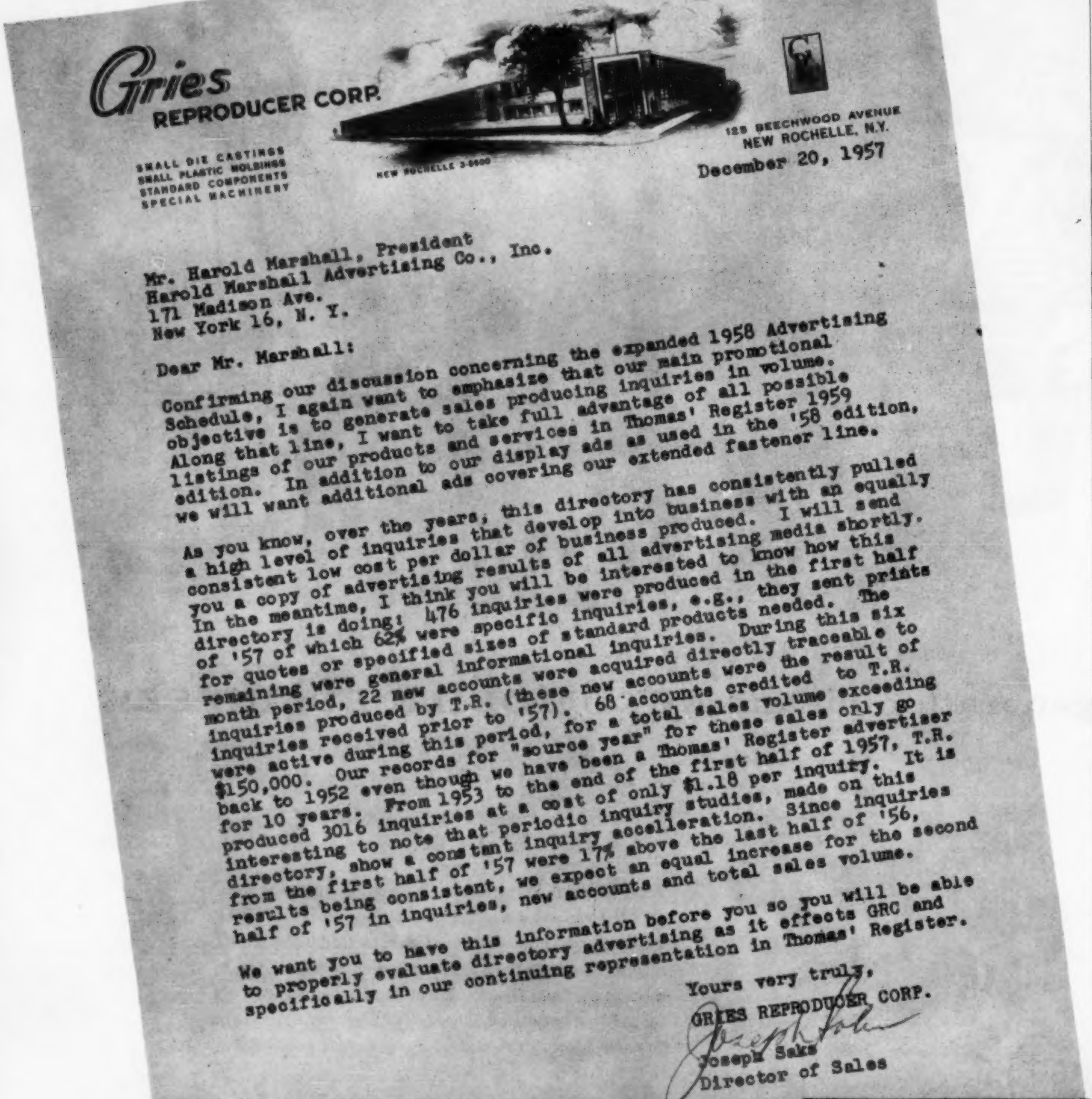
Comparing the highway-city relationship with a river delta system, Mr. Gruen cited his Fort Worth solution to this problem, which involves a belt highway around the downtown area, with six huge garages located at the rim of the district.

Moving sidewalks and escalators will transport citizens to entrances into the downtown area.

"Am I talking a dream?" Mr. Gruen asked. "It may sound like one, but in the case of Fort Worth it will become a reality, because the citizens of Fort Worth want it."

■ The film, a product of Transfilm Productions, will be shown to interested advertisers and agency personnel in cities throughout the U. S. A Time Inc. spokesman said some interest in adapting it for use as tv program material has been shown by construction material manufacturers.

A spokesman for the American Institute of Architects, commenting on the film's "great contributions," has requested that it be made available for AIA chapter meetings and has expressed hope it also may be made available for showing to the general public. #



Gries REPRODUCER CORP.
SMALL DIE CASTINGS
SMALL PLASTIC MOLDINGS
STANDARD COMPONENTS
SPECIAL MACHINERY
NEW ROCHELLE 3-0600
125 BEECHWOOD AVENUE
NEW ROCHELLE, N.Y.

December 20, 1957

Mr. Harold Marshall, President
Harold Marshall Advertising Co., Inc.
171 Madison Ave.
New York 16, N. Y.

Dear Mr. Marshall:

Confirming our discussion concerning the expanded 1958 Advertising Schedule, I again want to emphasize that our main promotional objective is to generate sales producing inquiries in volume. Along that line, I want to take full advantage of all possible listings of our products and services in Thomas' Register 1959 edition. In addition to our display ads as used in the '58 edition, we will want additional ads covering our extended fastener line.

As you know, over the years, this directory has consistently pulled a high level of inquiries that develop into business with an equally consistent low cost per dollar of business produced. I will send you a copy of advertising results of all advertising media shortly. In the meantime, I think you will be interested to know how this directory is doing: 476 inquiries were produced in the first half of '57 of which 62% were specific inquiries, e.g., they sent prints for quotes or specified sizes of standard products needed. The remaining were general informational inquiries. During this six month period, 22 new accounts were acquired directly traceable to inquiries produced by T.R. (these new accounts were the result of inquiries received prior to '57). 68 accounts credited to T.R. were active during this period, for a total sales volume exceeding $150,000. Our records for "source year" for these sales only go back to 1952 even though we have been a Thomas' Register advertiser for 10 years. From 1953 to the end of the first half of 1957, T.R. produced 3016 inquiries at a cost of only $1.18 per inquiry. It is interesting to note that periodic inquiry studies, made on this directory, show a constant inquiry accelleration. Since inquiries from the first half of '57 were 17% above the last half of '56, results being consistent, we expect an equal increase for the second half of '57 in inquiries, new accounts and total sales volume.

We want you to have this information before you so you will be able to properly evaluate directory advertising as it effects GRC and specifically in our continuing representation in Thomas' Register.

Yours very truly,
GRIES REPRODUCER CORP.
Joseph Saks
Joseph Saks
Director of Sales

JS:ga

THOMAS' REGISTER
Q-Z
G-P
A-F
ELCO SCREWS
BERGELS
BOGUE
ECONOMY
FUSES

Industry Consults T. R.

70,000 Times a Day

To Sell Industry make sure YOUR PRODUCTS are Advertised in THOMAS REGISTER

Thomas Publishing Company
OXford 5-0500
NEW YORK 1, NEW YORK

AUDITED PAID CIRCULATION ABC
BUSINESS PAPER LEADERSHIP ABP

Letitia does it!

See page 104

NOW SELL

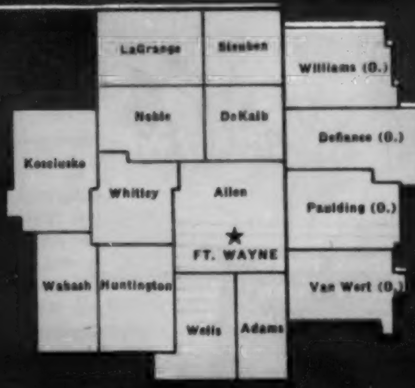
FORT WAYNE

. . . Indiana's 15-County Billion Dollar

Golden Zone

. . . WITH FULL

R O P *color*



LaGrange
Steuben
Williams (O.)
Noble
DeKalb
Defiance (O.)
Kosciusko
Whitley
Allen
Paulding (O.)
FT. WAYNE
Wabash
Huntington
Van Wert (O.)
Wells
Adams

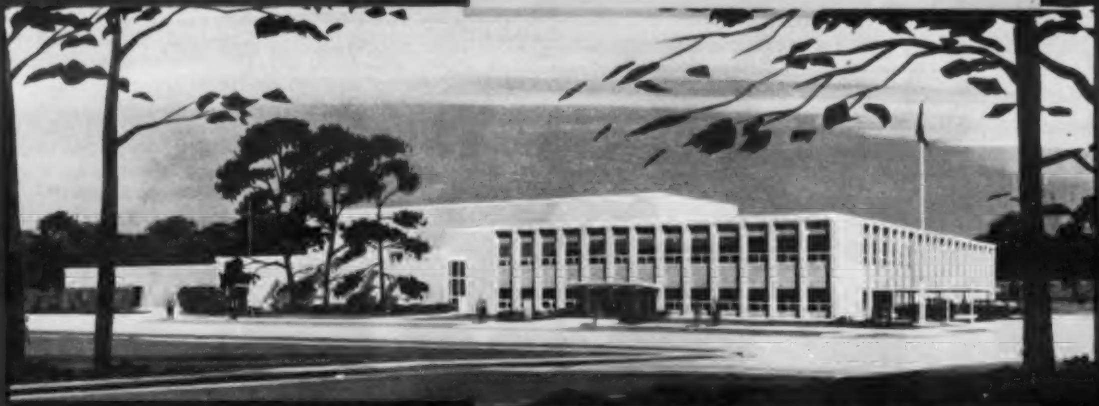
Population	590,900
Spendable Income	$1,085,566,000
Retail Sales	$ 673,315,000

(Source: SRDS Consumer Markets Data—December, 1957)

FOR ADDED SALES *IMPACT!*

The News-Sentinel and The Journal-Gazette give you saturation coverage of the 15 Golden Zone counties . . . delivering 138,970 copies among 155,976 occupied dwelling units. The Sunday Journal-Gazette delivers 95,014 copies. (Source: ABC 12/31/57)

Ten of the 15 counties have daily home coverage of 50% to 100%. Five have 22% to 29% home coverage. On Sunday, coverage of six counties ranges from 50% to more than 70%. Five counties have coverage of 30% to 49% and four range from 20% to 29%.



A new building . . . equipped with a new 10-unit Goss Headliner Press, now makes available quality Run Of Press spot and full color daily and Sunday. Schedule Fort Wayne for color, NOW!

The News-Sentinel **THE JOURNAL-GAZETTE**

FORT WAYNE NEWSPAPERS, INC., AGEN

Represented Nationally by the Allen-Klapp Co. New York • Chicago • Detroit • San Francisco

FORECAST
FOR THE MILITARY
CONSUMER MARKET:

EXCELLENT
and CONTINUED
EXCELLENT

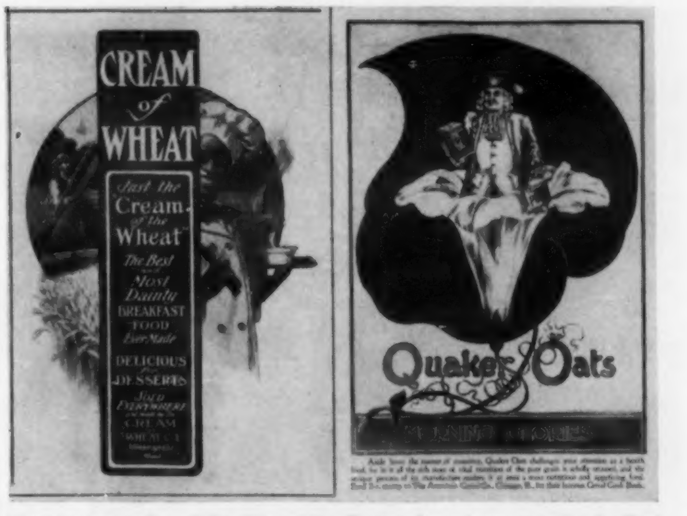
You can depend on the *size* and the *stability* of the $9,000,000,000 military consumer market—*both are "government-guaranteed."* Sell this "military city" of approximately 5,000,000 *youthful* servicemen and dependents, *now*. Their huge, continued purchasing power means immediate profit for you; and the brand preferences which they are developing today will endure indefinitely. Army Times, Air Force Times and Navy Times span the world to serve and sell military personnel. Secure your share of this *certain* market—*from 1958 forward*—through the sales promotion power of the TIMES Service Weeklies.

ARMY TIMES
NAVY TIMES
AIR FORCE TIMES
(Members: A B C)
THE MILITARY MARKET
THE AMERICAN WEEKEND
ARMY-NAVY-AIR FORCE REGISTER

Write for the new military market information book—
"MASS SELLING AND SAMPLING TO MILLIONS"

ARMY TIMES PUBLISHING CO.
2020 M Street, N. W. • Washington 6, D. C.

U. S. OFFICES: Boston, Charleston, S.C., Chicago, Dallas, Detroit, Honolulu, Los Angeles, Miami, New York, Philadelphia, San Francisco
FOREIGN OFFICES: Frankfurt, London, Paris, Rome, Tokyo


CREAM of WHEAT
"Just the Cream of the Wheat"
The Best and Most Dainty Breakfast Food Ever Made
Delicious for Desserts
Sold Everywhere
Quaker Oats

75 YEARS AGO—*In celebration of its diamond anniversary, the Ladies' Home Journal is mailing out to advertisers and agencies an anthology which compares early Journal campaigns to their present-day versions. Among the familiar ad faces that have survived the years are the Cream of Wheat chef (he first appeared in the Journal in 1896) and the Quaker Oats' Quaker whose no-nonsense expression in 1910 has given way to one of beaming good will in current ads. The Quaker ad, incidentally, is signed "Designed by the Paul E. Derrick Adv'g Agency."*

Rums of Puerto Rico Gets Push Aimed at Puerto Ricans of N. Y.

NEW YORK, March 11—Rums of Puerto Rico has launched its first special rum advertising and promotion campaign aimed at the Puerto Rican population of New York, as well as other Spanish-speaking residents of the area.

J. Diaz-Hernandez, director of the institutional rum advertising and promotion program of the Commonwealth of Puerto Rico, emphasized it is the first campaign specifically undertaken to reach this concentrated market of 750,000.

"Puerto Ricans," he said, "already appreciate the qualities of their island's rum, and the objective is to retain them as customers when they come to the States, as well as to win new customers among second generation Puerto Ricans and other Spanish-language groups."

■ The campaign is scheduled to appear in the newspapers *El Imparcial* and *La Prensa*, as well as in the magazine *Temas*. Ads are keyed to a nostalgic theme, and familiar landmarks of Puerto Rico will be featured to appeal to Puerto Ricans' love of their homeland.

Supplementing the special advertising campaign will be a consumer-trade program aimed at liquor stores, bars, restaurants and clubs patronized by Puerto Ricans.

James Seix Co. is handling this special campaign. Rums of Puerto Rico's regular advertising continues with Ogilvy, Benson & Mather. #

Mishawaka Changes Name

The corporate name of Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind., has been changed to Mishawaka Rubber Co. The new name is more indicative of its present operations, the company said. The company produces waterproof rubber footwear and rubber-sole fabric footwear which includes the Red Ball lines.

Kudner Boosts Spitzer

Kudner Agency, New York, has named Edwin Spitzer merchandising director of the agency to head a new merchandising and sales promotion department. Mr. Spitzer, a Kudner account executive, recently was appointed along with Charles R. Hook Jr. to handle new business.

there's more to
SALT
LAKE
than
SALT LAKE

When you buy the two Salt Lake Metropolitan newspapers, you get much more than just Salt Lake City—you open the door to a million more prosperous prospects! If you order just the "first 20" or so markets . . . and skip from Denver to the Pacific Coast without stopping at Salt Lake . . . you'll pass by an exceptional BUY! 1⅓ million persons is a good MARKET BUY . . . anywhere!

NEWSPAPER AGENCY CORPORATION · AGENT · NAC

The Salt Lake Tribune
(MORNING & SUNDAY)

DESERET NEWS AND
Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network.

ONLY LIFE GIVES YOU SO MUCH SALES POTENTIAL SO SWIFTLY...SO SURELY

Mattress buyers respond to LIFE

Sealy Mattress Co., regularly in LIFE since 1940, is currently investing most of its national budget in LIFE. *One Result:* An anniversary-sale bed ensemble featured in LIFE, Jan. 27, exceeded sales quotas all across the nation.

Only LIFE gives you so much response . . . so swiftly, so surely.

Beauty seekers respond to LIFE

Tussy Cosmetics hoped to increase brand identification for major product groups through an advertising campaign concentrated in LIFE. *Result:* Increased sales, dealer enthusiasm, wider distribution. Due to the success of this LIFE campaign, Tussy is using the same general strategy in '58.

Only LIFE gives you so much response . . . so swiftly, so surely.

Lawn barbers respond to LIFE

Toro Manufacturing Corp., in a field of over 200 competing companies, began major LIFE advertising schedule in 1953. *Result:* Toro steadily improved sales position *and* advertising investment in LIFE . . . 95.6% of its magazine expenditure in LIFE last year.

Only LIFE gives you so much response . . . so swiftly, so surely.

Camera bugs respond to LIFE

Polaroid Corp. introduced its 60-second Land Camera nationally in LIFE in 1949. *Result:* Sales have grown from around $6 million to an estimated $48 million last year. During the same period, LIFE schedule was increased from 38% of Polaroid's magazine appropriation to 85.9% last year.

Only LIFE gives you so much response . . . so swiftly, so surely.

Building-supply buyers respond to LIFE

Orangeburg Manufacturing Co. has focused 72% of its general magazine investment in LIFE since 1955. *Result:* More trade and consumer acceptance bringing an initial sales increase over 25%.

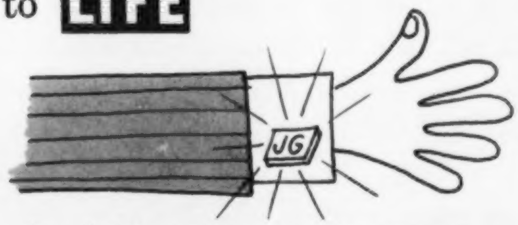
Only LIFE gives you so much response . . . so swiftly, so surely.

Insurance prospects respond to LIFE

Equitable Life since 1954 has used LIFE to spearhead its dynamic "Living Insurance" campaign. *Result:* All-time high sales and unprecedented enthusiasm for national advertising by Equitable's 9,000 agents.

Only LIFE gives you so much response . . . so swiftly, so surely.

Jewelry buyers respond to LIFE



Swank, Inc. started an exclusive LIFE campaign Sept. 1957 during an industry-wide sales decline in men's jewelry. *Result:* Swank reversed the trend, showing a steady sales increase on LIFE-advertised items.

Only LIFE gives you so much response . . . so swiftly, so surely.

ADVERTISERS RESPOND TO LIFE

In 1957 advertisers invested more in LIFE than in any other magazine.

Ranking	Magazine	Total Investment by Advertisers (Jan.-Dec., 1957)
1st	LIFE	$137,522,494
2nd	Saturday Evening Post	90,899,031
3rd	Time	45,112,621
4th	Look	43,352,335
5th	Ladies' Home Journal	29,506,441

Source: Publishers' Information Bureau (Gross Figures)
(Does not include supplements and farm magazines)

ONLY LIFE GIVES YOU SO MUCH RESPONSE...

so swiftly, so surely

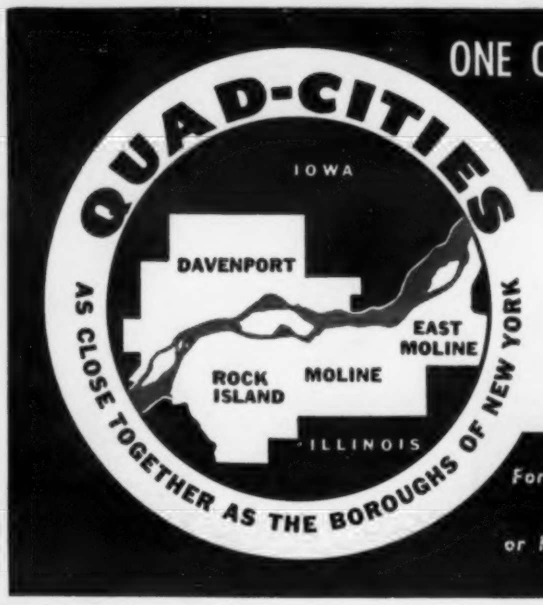
He hangs his hat on a sky hook

Skymaster, Skyraider, Skystreak, Skyrocket, Skyknight . . . Dauntless, Havoc, Invader . . . DC-3 to DC-8...they stream through Donald Douglas, Jr.'s busy weeks. Now, the giant Air Force IRBM, Thor...

In twenty furiously fast years, the career of Douglas Aircraft's young president has capsuled the grandaddy prop transport and today's rocket propulsion. Douglas developed the Roc 1 in the early 40's, has produced nearly 20,000 missiles of all types since — today has responsibility for the complete Thor missile system now in volume production. Why then, you might ask, should Donald Douglas, Jr. and at least 150 of his associates read a magazine such as Business Week, that's seldom if ever printed a logarithmic equation? Answer: because Business Week prints so much on the equation of business, itself . . . Wall Street and Washington, manufacturing and marketing, management and labor . . . so much more business news than any other magazine. But more than this, Business Week is meant for the management man who must keep up with the future . . . its function: report, interpret, point the trend. Because its enormous, all-business news-gathering facilities permit it to pinpoint the event, spot it in proper perspective, and present it fast and reliably, management men everywhere vote Business Week "most useful" of general-business and news magazines. Acknowledging their own best argument, they place more advertising pages in it, too. *You advertise in Business Week when you want to influence management men.*

BUSINESS
WEEK

A McGraw-Hill Magazine: Member Audit Bureau of Circulation



ONE OF THE FIRST 100 MARKETS
QUAD-CITY POPULATION — OVER ¼ MILLION
WHBF COVERAGE AREA — OVER 1 MILLION

WHBF AM — TV
CBS FOR THE QUAD-CITIES

For Market or Coverage Data Write or Call
AVERY-KNODEL, INC.
or Maurice Corken at WHBF, Rock Island, Ill.

PINK 'N ORANGE
now in Max Factor's hi-fi Lipstick

MANTRAP — *Max Factor is promoting a new lipstick for spring and summer, "Pink 'N Orange," using this colorful counter merchandiser. Supporting advertising will break on tv, April 13.*

Brussee Joins Scott-Atwater

Roger Brussee, director of market research for Univis Lens Co., Dayton, O., has been appointed market research manager of Scott-Atwater Mfg. Co., Minneapolis.

Hat Corp. Plans Ad Boost, with Stress on Fashion, in Fall

NEW YORK, March 11—Hat Corp. of America expects a 15% sales increase this fall. It bases this expectation on the creation of new merchandise, expansion of present lines, more intensive national and local advertising, and by holding the price line.

Bernard L. Salesky, president, said that despite rising costs, all divisions will hold prices at last fall's retail and wholesale levels. Fashion, not utility or durability, he said, will be the major theme in the company's fall promotions.

Each of the company's divisions will increase its national advertising this fall, he said, concentrating the effort in magazines.

The Dobbs division will use *Esquire, Holiday, Time* and *The New Yorker,* and the Knox division will use *Esquire, Sports Illustrated* and *The New Yorker.*

Grey Advertising Agency handles both divisions.

■ The Cavanaugh division will use *Esquire, Holiday, Time* and *The New Yorker.*

Batten, Barton, Durstine & Osborn is the Cavanaugh agency.

Mr. Salesky released 1957 figures on the company's men's hat advertising in magazines: Cavanaugh division, $41,261; Dobbs, $148,303; Knox, $62,745; the Champ hats subsidiary, in Philadelphia (serviced by Alfred J. Silberstein-Bert Goldsmith Inc., New York), $40,240.

Competing hat manufacturers in 1957, Mr. Salesky said, spent a total of $146,488, compared with Hat Corp.'s $292,549. In 1957, he said, retail linage in 27 markets covered by Advertising Checking Bureau totaled $382,192 for Hat Corp. and $365,708 for all other hat manufacturers. #

Kreicker & Meloan Adds 1, Holtz Named Art Director

Kreicker & Meloan, Chicago, has been appointed to handle advertising and public relations for Kinkead Industries, Chicago and Los Angeles, manufacturer of sink frames and metal molding. C. Wendel Muench & Co., Chicago, handled the account prior to Muench's merger with Henri, Hurst & McDonald, and the latter agency retained it for about two months. The account bills about $25,000 to $30,000.

At the same time, Hal Holtz, formerly assistant art director, was named art director of Kreicker & Meloan.

N. Y. Art Directors to Exhibit

The Art Directors Club of New York will hold its 37th annual exhibition of advertising and editorial art and design April 1 to 10 at the Astor Gallery in the Waldorf-Astoria Hotel. In addition, the club will hold its third annual communications conference April 2 and 3 at the Waldorf.

HARDWARE retailer
YOUR HANDY HELPFUL HARDWARE MAN
COPYRIGHT 1956—NATIONAL RETAIL HARDWARE ASSOCIATION
High readership makes it your 'Best Seller'

Your "best seller" in the hardware market is its No. 1 magazine . . . Hardware *retailer*

Your day-after-day, month-after-month "best seller" in the three billion dollar hardware market is HARDWARE *retailer*. You'll make more than 39,000 calls in every issue. And, these will be *productive* calls for you because HARDWARE *retailer* is the hardware trade publication that two out of three retailers have selected as their most *valuable*, read most thoroughly, find is their most helpful trade magazine.

HARDWARE *retailer* covers the prime hardware market —85% of the retail hardware dollar volume is done in the hardware stores served by HARDWARE *retailer*. If your product is sold through hardware stores your advertising belongs in HARDWARE *retailer* . . . the industry's "best selling" medium. A factual Media Data File and Readership Study are available, write for your copies today.

Peat, Marwick, Mitchell & Co. conducted an independent survey among 20,000 hardware retailers. 5,175 replies were tabulated.

Here are the results:

Q. Which Hardware Trade Publication do you read?

The answer: Hardware *retailer* . . . 78.3%
Publication No. 2 . . . 68.9%
Publication No. 3 . . . 37.1%

Q. Which of the 2 leading Hardware Trade Publications is most valuable to you?

The answer: Hardware *retailer* . . . 68.6%
Publication No. 2 . . . 31.4%

the no. 1 industry magazine

Independent HARDWARE STORE

HARDWARE *retailer*

Published by the NATIONAL RETAIL HARDWARE ASSOCIATION
964 North Pennsylvania Street • Indianapolis 4, Indiana

HILL-HILL
Kentucky
STRAIGHT
BOURBON
Whiskey

traveling americans go greyhound scenicruiser

For short jaunts or long trips, Chicago American families find Greyhound bus service ideal. Quick, comfortable, modern Scenicruiser service, as promoted in The American, takes the trouble out of travel. Whether you want to move over 500,000 Chicago families to go by bus or go buy goods—be sure your sales message is in The American, the newspaper that's going places.

hill & hill goes straight with american readers

Kentucky sends its best to the people of Chicago with Hill & Hill whiskey. Consistent advertising in The Chicago American, placed through Lennen & Newell, has helped build sales for Hill & Hill. Be it broadloom, blankets or bourbon, over half-a-million families see and select when it's advertised in The American.

LINCO
BLEACH
LINCO
BLEACH
liquid bleach

RCA VICTOR
RCA

linco bleach brightens up american families

"Over the years we have effectively used The Chicago American in advertising our Linco Bleaches and Ammonia," reports Mr. S. Giachetti, President of Linco Products Distributing Co. Linco and its agency Henri, Hurst & McDonald, appreciate The American's retail food advertising linage leadership over both Chicago morning newspapers.

rca victor likes american's broad coverage

"With broad coverage of the big middle market, and concentrated circulation in the Chicago jobbing area, The Chicago American has been an effective medium for our advertising of many RCA Victor products," says Lee Atwood, Adv. & Sales Prom. Mgr. of RCA Victor Distributing Corp., Chicago. Regular RCA advertising in The American, placed through Kenyon & Eckhardt, has helped them maintain their strong market position.

advertisers on the go—go places in chicago in the chicago american

As competition for sales becomes stiffer, advertising must work harder. It's not enough to produce a good ad—it must be placed in hard-selling media. Today a wide variety of advertisers are finding The Chicago American an effective and economical medium for selling the mass middle market in Chicago. Over half-a-million families read The American every day. Are they getting *your* sales message?

Order Sunday Want Ads Until 8 P.M. Tonight

THE CHICAGO AMERICAN

DIAMOND FINAL Complete Markets

STRITCH TO ROME POST

Diver Hunts School Bus in Tragedy

Lawmaker, 79, Divorcee, 30, Are Married

Ike Fully Recovered, Doctors Find

1st American Appointed to High Curia

the chicago american has, by far, the largest evening home-delivered circulation in chicago and suburbs

represented nationally by
hearst advertising service inc.

THE CHICAGO AMERICAN

BUY A KING-SIZE MARKET

EL PASO-
CAPITAL CITY OF
The Fabulous Southwest

Want "100 GRAND"?
You get over 100,000 circulation—a new all time high record for the
SAME OLD RATE
33¢ line—Buys BOTH!

The El Paso Times
AN INDEPENDENT NEWSPAPER
MORNING AND SUNDAY

El Paso Herald-Post
A SCRIPPS-HOWARD NEWSPAPER
EVENING

TWO Separate Newspapers...33c Line BUYS BOTH!

Hollingbery Adds Two: Appoints Spencer

George P. Hollingbery Co., New York, has been appointed to represent WMBV-TV and WMAM, Marinette, Wis. Venard, Rintoul & McConnell formerly represented WMBV-TV; Burn-Smith Co. formerly represented WMAM.

Hollingbery also has named F. Edward Spencer assistant research and sales promotion manager. Mr. Spencer takes over duties formerly handled by Thomas E. Wood, who has transferred to Hollingbery's tv sales staff.

JWT Pilots Red Cross Push

J. Walter Thompson Co. is handling the American Red Cross' all-media fund promotion drive which began this month to build up its operating funds following what ARC calls "two and a half years of the costliest disaster operations in history." The campaign goal is $95,000,000. James A. Barnett, vp of Rexall Drug Co., is the volunteer coordinator.

Clinton Clark Leaves JWT

Clinton R. Clark, associate media director for Ford cars in the Detroit office of J. Walter Thompson Co., has resigned. Future plans will be announced soon.

Keyes, Madden Moves in L.A.

Keyes, Madden & Jones has moved its Los Angeles office to larger quarters at 1680 Vine St., Hollywood.

GO PITTSBURGH!

Go Pittsburgh—because Pittsburgh is on the go! Gulf Oil Corporation's slogan expresses the pace and drive of this rich, vital and growing market. Gulf is one of many world-known companies that help make Pittsburgh great; help maintain its position as eighth market in the nation. More than 3 million people spend more than $3¼ billion retail dollars annually here! The Post-Gazette can help you make the sales your product deserves. More and more advertisers are using this sales power. That's why the Post-Gazette has set all-time advertising records in six of the past seven years. Yes, something has happened in Pittsburgh—to the city *and* its newspapers!

IT COSTS **LESS**
TO SELL **MORE** IN THE

Pittsburgh Post·Gazette

PITTSBURGH BICENTENNIAL 1758-1958

REPRESENTED NATIONALLY BY
MOLONEY, REGAN AND SCHMITT

PICK UP HAMMERMILL IN '57

'TIE-IN'—*Scot Ties Ltd. is selling ties like these for promotion purposes.*

Scot Ties Pushes Company Neckwear in Business Papers

NEW YORK, March 11—Scot Ties Ltd. has built its own "better mousetrap" with a necktie, reportedly producing a "new promotion and premium medium."

"The world is beating a path to our door," says David C. Blum, head of the company's special ties division. "The idea of a 'company tie' is meeting with unusually enthusiastic response from a wide variety of companies throughout the country."

Scot opened a shop three years ago here as a retail "dollar tie" store, with a $5,000 advertising budget. Today the company has 11 stores in this area and is spending $100,000 this year, with Gerald H. Keller Advertising.

The "company tie" project was begun about a year ago, and has been used at conventions and sales meetings and for the introduction of new products and a number of other uses, Mr. Blum said.

Business publications and direct mail are used to promote special ties. Direct mail is used for the company's regular neckwear.

Mr. Blum says orders from "such a wide variety of groups and organizations" for the special ties leads him to believe it is a badly needed "premium medium."

"The idea," he says, "is even giving new impetus to the old school tie. Harvard's Leverett House recently ordered its special tie, and the Columbian at Columbia University now has its tie." #

Graflex Appoints Hutchins

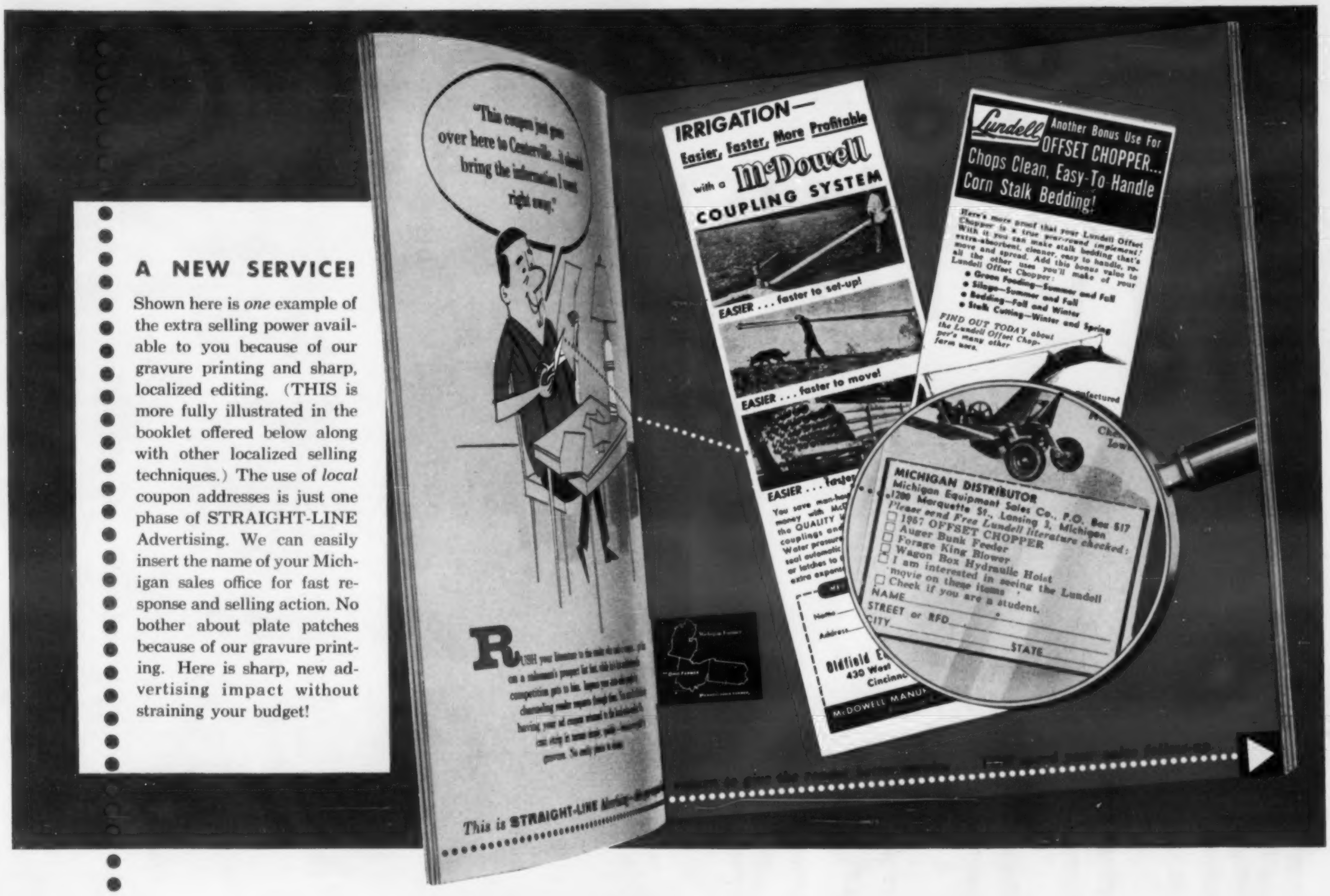
Graflex Inc., Rochester, N. Y., has named Hutchins Advertising Co., Rochester, to handle advertising and sales promotion of SVE and Ampro audio-visual equipment. Graflex has assumed full responsibility for the manufacturing and distribution of all SVE and Ampro audio-visual equipment. The Society for Visual Education, a subsidiary of Graflex, will continue to produce SVE audio-visual film strips in Chicago. Hutchins will continue to do all advertising and sales promotion for Graflex cameras and other photo equipment.

Ethell & Day Dissolves

Ethell & Day, Denver advertising and public relations agency, has dissolved its partnership. Bill Day will continue the business, serving most of the accounts handled by Ethell & Day. Edward O. Ethell is going to Washington to become administrative assistant to Sen. Gordon L. Allott (R., Colo.).

Monroe Grain Names Parker

Monroe Grain Aeration Co., Piqua, O., manufacturer of prefabricated grain aeration systems, has appointed Parker Advertising Co., Dayton, to handle its advertising and public relations.


"This coupon just goes over here to Centerville...it should bring the information I want right away."
IRRIGATION— Easier, Faster, More Profitable with a McDowell COUPLING SYSTEM
EASIER . . . faster to set-up!
EASIER . . . faster to move!
EASIER . . . faster
Lundell Another Bonus Use For OFFSET CHOPPER... Chops Clean, Easy-To Handle Corn Stalk Bedding!
FIND OUT TODAY about the Lundell Offset Chopper's many other farm uses.
MICHIGAN DISTRIBUTOR
Michigan Equipment Sales Co., P.O. Box 517
1200 Marquette St., Lansing 1, Michigan
Please send Free Lundell literature checked:
☐ 1957 OFFSET CHOPPER
☐ Auger Bunk Feeder
☐ Forage King Blower
☒ Wagon Box Hydraulic Hoist
☐ I am interested in seeing the Lundell movie on these items
☐ Check if you are a student.
NAME
STREET or RFD
CITY
STATE
Oldfield E
430 West
Cincinna
McDOWELL MANU
This is STRAIGHT-LINE Advertising

A NEW SERVICE!

Shown here is *one* example of the extra selling power available to you because of our gravure printing and sharp, localized editing. (THIS is more fully illustrated in the booklet offered below along with other localized selling techniques.) The use of *local* coupon addresses is just one phase of STRAIGHT-LINE Advertising. We can easily insert the name of your Michigan sales office for fast response and selling action. No bother about plate patches because of our gravure printing. Here is sharp, new advertising impact without straining your budget!

Use STRAIGHT-LINE *Advertising to sell more*

STRAIGHT-LINE Editing gives you the background of "service readership" — Only *Michigan* farm conditions and problems are pointedly covered by our Michigan writers. All articles are timely and fresh, reach readers twice each month with up-to-date farm know-how. Sparks and serves the interests of Michigan farmers in more efficient farming.

STRAIGHT-LINE Coverage provides your direct channel to an active market — In Michigan Farmer, your advertising gets *preferred attention* in 9 out of 10 Michigan farm homes. And, when Michigan farmers are well sold, they can buy! Income is big and steady — year 'round. Michigan is a top-third state in farm income.

Plus No. 1 — *Local Field Reports.* When you desire, timely sales information can be supplied by our able staff who talk regularly with your local state management — distributors, field agents, branches, plants or local offices. A helpful advertising supplement to your own field information.

Plus No. 2 — *Local Action Photos and Testimonials.* We will arrange for an action photo of your product in use in *Michigan.* The picture can be stripped into your advertisement quickly at no extra cost. Since we print by gravure, there's no bother about a plate.

Plus No. 3 — *Local Prices or Terms or Down Payments.* Nothing helps close a sale like the facts that tell a farmer how he may buy. We can strip in your Michigan prices and selling data — no cost for a plate.

Plus No. 4 — *Local Sources of Supply and Information.* We can insert the names of your Michigan distributors, dealers or agents. No costly plate changes involved.

Plus No. 5 — *Local Coupon Addresses.* (Described at top of this ad.)

USING STRAIGHT-LINE Advertising TO SELL MORE
Michigan Farmer
The OHIO FARMER
PENNSYLVANIA FARMER

Send for this booklet — a full story on "STRAIGHT-LINE *Advertising.*"

You may find a timely answer here for a welcome lift in your advertising and sales in rural Michigan. You'll want to have this valuable reference on the real advantages of our gravure printing flexibility which makes possible STRAIGHT-LINE Advertising. Here is new penetration with localized advertising, test campaigns, full color. All at great savings. Write!

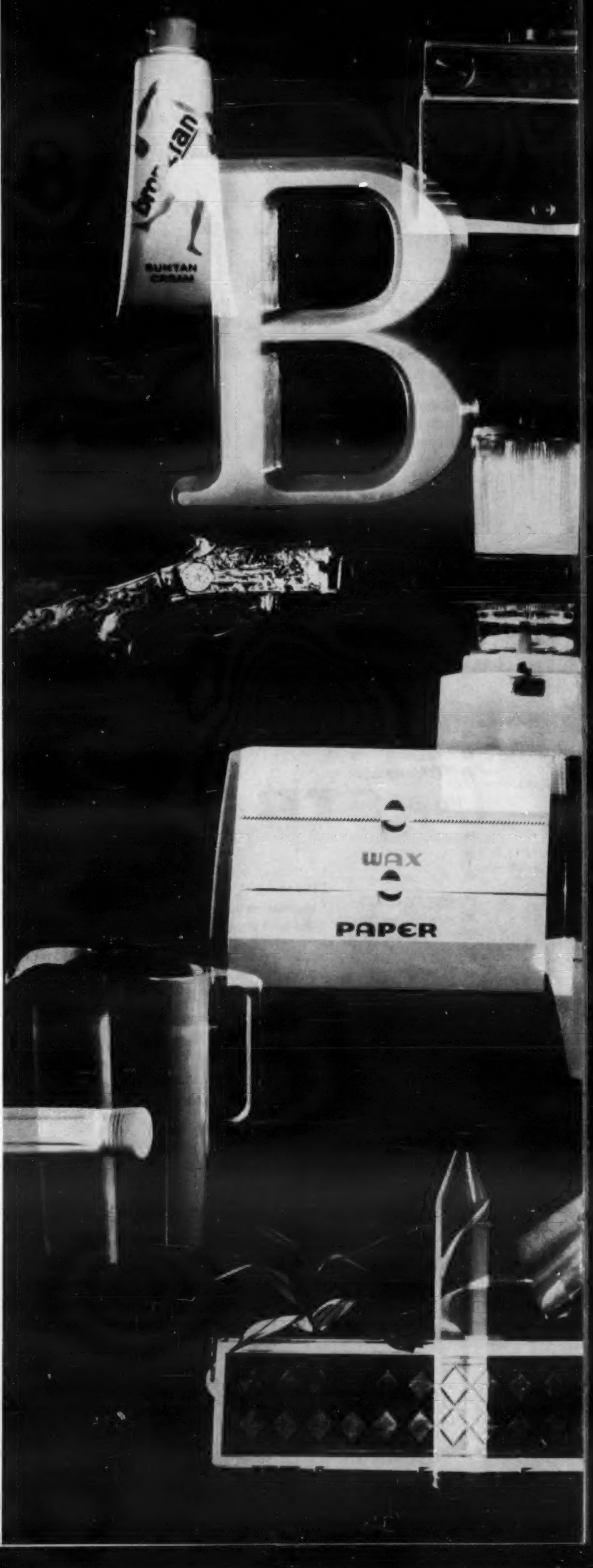
Michigan Farmer

East Lansing, Michigan

STRAIGHT-LINE *Advertising Service also available in The OHIO FARMER and PENNSYLVANIA FARMER*

wherever you look today
you find

PLASTICS


bronztan
SUNTAN CREAM
WAX
PAPER

wherever men work with plastics
you find

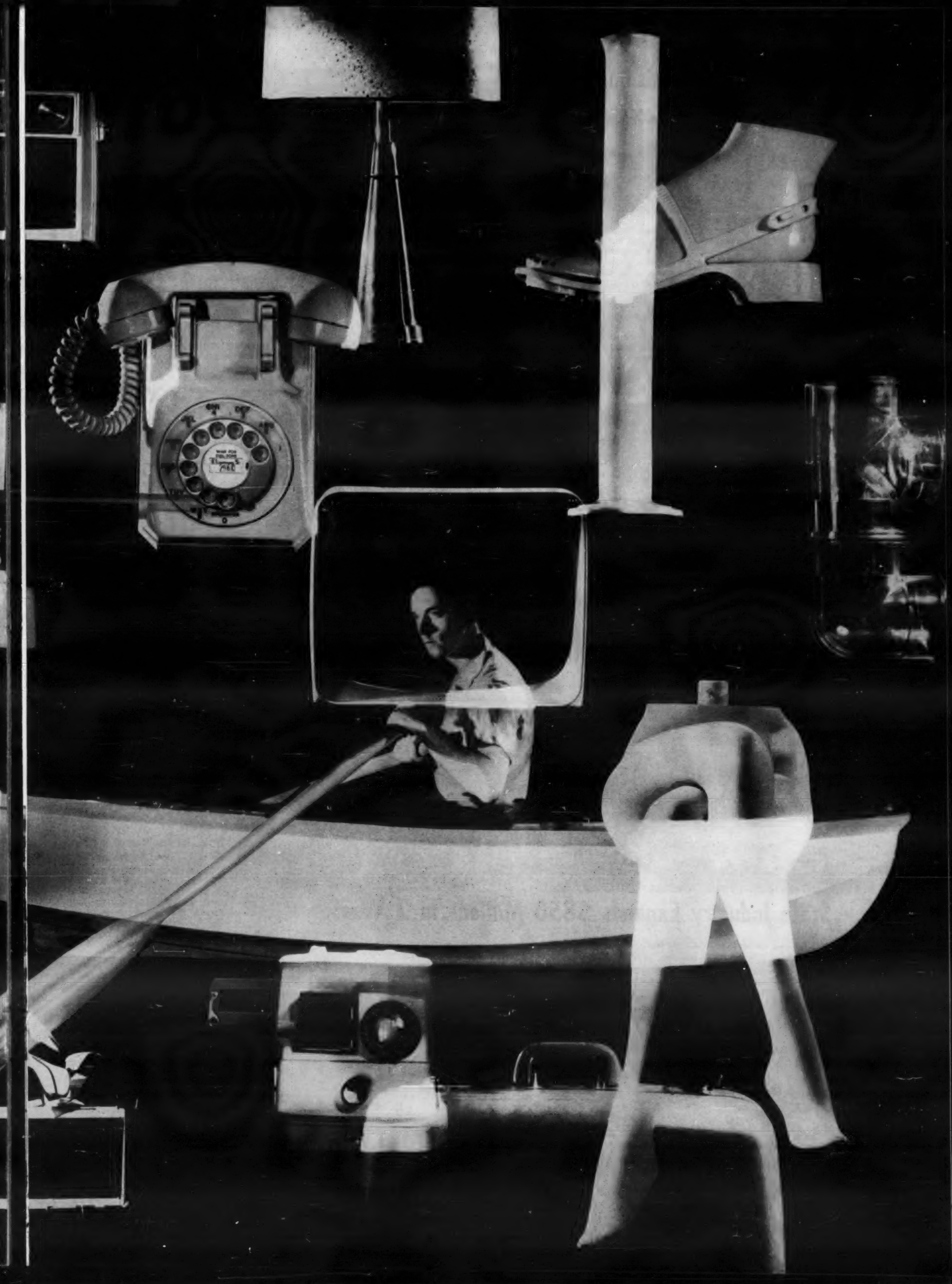
MODERN PLASTICS

MODERN PLASTICS
mp
December 1957

. . . the magazine of selling—for manufacturers of chemicals, materials, machines and equipment the plastics field can use —and for molders and converters of plastics.

A BRESKIN PUBLICATION ABC/ABP
. . . as is MODERN PACKAGING, the magazine of packaging

575 Madison Avenue, New York 22, N. Y.



Ads Aimed at Specific Markets Can Be Livelier, More Original, Cox Says

K&E Chairman Tells San Franciscans Admen Aren't Wicked, Just Dull

SAN FRANCISCO, March 12—"The sickness of the advertising business—if we have one—is not that we are *wicked*. It is only that we are *dull*."

Advertising to specific segments of the market may help alleviate this dullness.

"The public are quite able to defend themselves against our alleged machinations. But they are becoming increasingly irritated with us for being bores."

These are the sentiments of Edwin Cox, chairman of the board of Kenyon & Eckhardt, speaking to the San Francisco Advertising Club today.

Mr. Cox decried imitative advertising, asserting there now exists "a school of cigaret advertising, a school of motor car advertising, a school of refrigerator advertising and a school of whisky advertising.

"Certain industries and their agencies have developed advertising stereotypes over a period of time and seem as timid about venturing beyond them as a toddler facing the waves at the seashore," he said.

These schools grew, he said, from thinking "in the language of the trade," from placing too much value on too-limited experience, and by watching each other.

■ Mr. Cox thinks advertisers ought to pay more attention to consumers, and that "younger minds in our business" are doing just that. These people already have discovered that advertising ("the most imitative of all the arts") loses its effectiveness. "They have been exposed" he said, "to a great deal of research that reveals how few of our ads and commercials are really remembered." (He later asserted that one-third of the people who view the average tv program pay no attention to the commercial.)

The K&E chairman believes that time will see more admen achieve the "un-commonplace. . .not because they want to show off their cleverness. . .because they do not want their clients' products to be lost in the gray mass of advertising mediocrity."

Advertising will see (1) a continuation of the graphic revolution; (2) a swing away from formulas developed by contemplating Starch and Gallup-Robinson scores ("Much as we are indebted to these excellent research services, they say to the unimaginative, 'go thou and do the same' "); (3) new emphasis on factual and psychological promises.

■ As products improve, and differences between them become slight, the problem of advertising becomes more difficult. Mr. Cox thinks we now "substitute bombast for information" and "arm our advertising with some dandy semantics to cancel the dandy semantics of our competitors.

"This may bring handclaps in a sales meeting, but it is double dishwater to the people on the receiving end of advertising," he said.

Competition in claims may give way to the process of building a brand image; he believes the brand image concept will be assisted by the need for continuous production—that as stop and go production becomes economically impossible, so will stop and go advertising.

Admen will think increasingly in long terms and judge advertisements for what they contribute to a consistent, permanent brand personality, he said.

From this thinking, he drew a corollary: There will be an end to trying to be all things to all people—"we will learn that . . . a sharp appeal to a susceptible minority may be a keener sales weapon than a general appeal to the whole wide world."

■ "As advertisers can be given courage to appeal to minorities (and nearly every business in our competitive economy lives on minorities) their advertising will become less imitative, less stereotyped, less neuter. And true brand personalities will emerge," he prophesied hopefully. He looks for a rise in symbolism, more "Marlboro tattoo and red-bearded tonic salesman and the nest egg of Chase Manhattan bank."

The future, he said, "will be a sad day for both the cynic and the hack, and advertising will no longer deserve to be called the unlively art." #

FRESH IN ! FINEST QUALITY
WASHINGTON POTATOES
mashed
fried
boiled
french fry
baked
soup
Washington State Quality POTATOES

Ramsey Nelson

SPUDS—*Retail display materials for the Washington State Potato Commission's* 1958 *promotion campaign are approved by Fred Ramsey and Norman Nelson, manager and chairman respectively of the commission. (Story on Page 26.)*

GROW with OKLAHOMA

State Industry Expands $850 Millions In 2 Years

Oklahoma gained $850 millions more industry, 16,000 more jobs and $90 millions more annual payroll in the past two years, the state department of commerce and industry has reported.

In metropolitan Oklahoma City, greater sales gains were shown in recent years than in any other major southwestern metropolitan city. Look at these Oklahoma City increases*:

Total Retail Sales	Up 24.3%
Per Family Retail Sales	Up 14.1%
Food Sales	Up 40.4%
Drug Sales	Up 38.7%

That's proof that more people, more payrolls add up to more sales in a growing market!

The Oklahoman and Times give advertisers unequalled coverage of the growing Oklahoma market, with a quarter of a million Sunday circulation reaching almost half the families in the state! Actually 20% or more of the households are covered in 52 of the state's 77 counties!

Are you getting your share of this growing market? Increasing your advertising program in the Oklahoman and Times is the best way to strengthen your marketing plan for Oklahoma.

THE BETTER YOU KNOW OKLAHOMA, THE BETTER YOUR SALES FUTURE LOOKS!

THE DAILY OKLAHOMAN

Published by The Oklahoma Publishing Co.
Represented by the Katz Agency

OKLAHOMA CITY TIMES

*Source: Sales Management Survey of Buying Power 1957 and 1954.

Newspapers Helped National Tea Co. Grow, McNamara Says

H. V. McNamara, president of National Tea Co., an $8,000,000 advertiser, says in a statement issued with the company's annual report, that "newspaper advertising has been the greatest single contributing factor to our growth from within as well as outside our original territory." Of National's $8,000,000 budget in 1957, newspapers got 65%, or $5,200,000, he notes. The food chain has expanded its budget from $500,000 in 1944.

The report reveals that National's sales gained 10.28% in 1957 over 1956, and profit increased 14.9%. It added 122 new stores last year, bringing its total operation at the beginning of 1958 to 883 stores.

'Muscle Shoals Sun' Closes

The morning *Sun*, Muscle Shoals, Ala., which began publication last year, has temporarily suspended publication because of "undercapitalization." Leroy Gore, the *Sun* editor, says "the outlook is bright for the paper to reopen in a week or two." Mr. Gore, former editor of the *Sauk Prairie Star*, Sauk City, Wis., was leader of the unsuccessful effort to have the late Sen. Joseph R. McCarthy recalled from the Senate.

We know millions of young women-

intimately!

Their meals start COOKING in True Confessions

There are 1,796,000 TRUE CONFESSIONS women readers and we know them almost as though they were our own daughters.

These young homemakers, with their young children, spend over $1,500,000,000 per year on food alone.

As TRUE CONFESSIONS families, they buy as follows:

- **9 out of 10** buy prepared cake mixes
- **7 out of 10** buy margarine
- **7 out of 10** buy quick-cooking hot cereal
- **7 out of 10** buy evaporated milk
- **8 out of 10** buy prepared puddings

They represent a huge, unduplicated market. They *buy* and *read* TRUE CONFESSIONS because it's keyed to their lives.

You can put your brand name firmly in their buying minds by advertising in TRUE CONFESSIONS.

. . . and, TRUE CONFESSIONS CONTINUES TO DELIVER A BONUS!

Sources: Starch Consumer Magazine Report, June, 1957
True Confessions Food Forum
Publisher's Statement to A.B.C. Dec. 31, 1957

True Confessions

The Gateway to Active, Young Women

True Confessions

A FAWCETT PUBLICATION
67 West 44th Street, New York 36, N. Y.
CHICAGO · DETROIT · HOLLYWOOD · LOS ANGELES · MIAMI · SAN FRANCISCO

1,300,000 CIRCULATION GUARANTEE

TRUE CONFESSIONS
now on N.B.C. Radio,
5 days a week

Supermarkets demand for

Award prime display spot

Reader's Digest
TV GUIDE
AMERICA'S TELEVISION MAGAZINE 15¢
Reader's Digest

NATION'S NO. 1 DISPLAY SPOT . . . is the supermarket check-out counter. The handy pocket-size Reader's Digest sold so well here in test cities that it will soon be sold on over 100,000 check-out counters, where some 100 million transactions take place weekly.

FOOD FAIR OPEN TIL 9
FOOD FAIR
SWEET FLORIDA ORANGES

AT FOOD FAIR markets from Connecticut to Florida, shoppers will find these top newsstand sellers, Reader's Digest and TV Guide, in the No. 1 display spot.

AT ACME stores, Reader's Digest was tested with immediate and impressive sales results. Soon the Digest will move front and center in many Acme stores.

KROGER
Kroger

AT KROGER check-out counters too, young, active homemakers will soon be able to buy both their handy pocket-size favorites—Reader's Digest and TV Guide.

GRAND UNION
GRAND UNION

AT GRAND UNION, the convenient size and great popular demand for Reader's Digest and TV Guide quickly proved in tests that here is a new profit opportunity for supermarkets.

BORDEN'S PRESIDENT Harold W. Comfort says: "We do business with the big supermarket operators and know from experience that they are smart merchandisers. They won't even handle a product—much less put it in such a preferred position—unless there is great demand for it. The Reader's Digest and TV Guide are just the right size for the check-out counter. And in view of the tremendous traffic that goes past the check-out counter, it isn't surprising that Digest sales are increasing at a rapid rate. That should be good news for Digest advertisers."

discover astonishing Reader's Digest and TV Guide

...the check-out counter...to these two best sellers

Supermarket operators *know* which products sell best. And they give top display only to the top sellers. That's why it's significant news to every advertiser when big supermarket chains like Acme, Food Fair, Grand Union, Kroger, and many other major chains put Reader's Digest and TV Guide on their check-out counters.

First supermarkets discovered the amazing demand for TV Guide at the check-out counter. Then they added the most popular magazine of all—Reader's Digest. So young Mrs. America, when she buys the week's groceries, can now pick up her two newsstand favorites at the same time.

The benefit to advertisers will surely be even greater circulation among young, active homemakers—the best prospects for your product.

It is no coincidence that TV Guide and Reader's Digest are the top newsstand sellers among *all* publications. Each is a *handy pocket-size* magazine, and each fills a public demand for information and entertainment. With their mass consumer demand, these two publications move off the racks as no others do, and supermarkets are glad to display them, just as supermarket customers are glad to buy them!

The Digest has a circulation of 12,000,000 copies on current issues (publisher's estimate). This is the country's largest magazine circulation—larger than that of the next two magazines *combined.* A single issue of the Digest reaches an audience of over 32 million people—more than 17 million of them women.

It reaches more people than any other magazine, and reaches even more women than the magazines edited especially for women.

And Reader's Digest offers you the greatest extra value of all: The faith of its readers—the kind of faith that creates a climate of confidence for your advertising message.

People have faith in Reader's Digest

Largest magazine circulation in the U. S.

23.21
Reader's Digest
March 1958
TV GUIDE
Sugarfoot: Sharpest Hayseed on TV
AMERICA'S TELEVISION MAGAZINE 15¢
Reader's Digest

Lovely French Purse by AMITY
only 3

PREMIUMS—*A French purse and accessories are being offered as Kotex premiums by Kimberly-Clark Corp. starting March 9 in Metro comics, followed by supplements. A tote bag offer for Kleenex and Delsey products starts March 23. Foote, Cone & Belding is the agency.*

Erwin Offers $200 Manual on New Business Solicitations: Gets 12% Return by Mail

(*Continued from Page 2*)

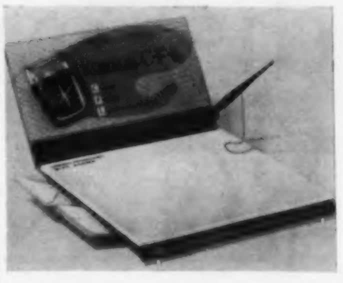
ing tools which the champion agency business getters of the past 30 years have developed and used with brilliant results." And the price is $200 per copy on a three-day examination offer!

To test its sale Mr. Erwin put into the mail, about ten days ago, a three-page form letter, a five-page printed folder describing the book, and the usual order form and return postage-paid envelope. 600 copies of the mailing went out, addressed alphabetically to the presidents (or in really big agencies to three or four names) of the first 600 agencies listed in the Standard Advertising Register Agency List, after eliminating those which are obviously one-man shops.

▪ By last Friday Mr. Erwin knew for sure he had a winner—more than 70 orders within ten days of the mailing, and only seven who have returned the volume. His letters and printed folders, postage, etc., cost him less than $2,500 for his test mailing (and of course costs on the subsequent mailings will be sharply less), and his return has been $13,600 (the price goes down to $190 per volume for payment within ten days)—a ratio of about 5½ to one, and a return of more than 12%!

The volume itself is a compendium of information on how to go about organizing a new-business drive and how to carry one out, complete with numerous examples of presentations, new business solicitation letters, agency ads, the uses of gimmicks and devices, etc. In all instances, the material has been gathered from actual cases, usually identified.

▪ For example, included in the volume is the detailed report of how Erwin, Wasey got the Fisher Body account in 1933, when General Motors first split its account, on the basis of a presentation to Alfred P. Sloan Jr., president, and Paul Garrett, vp in charge of public relations. As Mr. Erwin tells the story:



SHAVER—*This display of Ronson Corp.'s new "CFL" electric shaver is available to dealers, along with a ball point pen and 100 gift cards and envelopes.*

"The physical form of the presentation was a post-binder type book—the text matter was typed on a jumbo typewriter on linen-hinged sheets. The pages of the book were the approximate size of a standard newspaper page. . .

"It was placed before Mr. Sloan on his desk, and he was invited to read it himself—with no assists, no interruptions, by the agency representatives present.

"He read every word of it from cover to cover—which consumed almost one hour, and a few moments later he announced: 'Gentlemen, you are elected!'

"After the meeting, he did something else for which his name should be ever honored by all advertising men. He instructed Paul Garrett to write a warm letter of thanks to each of the 17 agencies [which] did not win—and asked each of them to render a bill in full to General Motors covering *their entire presentation costs.*

"This undoubtedly cost General Motors more than $300,000 and is a unique case in this writer's experience—and one which so far as we know has never, until now, been publicly recorded and acclaimed."

Mr. Erwin originally hoped he might sell 200 copies of the volume. As the result of the test mailing, he now believes he can sell 500. #

ARB to Release Its Annual Coverage Study on March 18

The American Research Bureau will release its annual "A-to-Z" metropolitan area coverage survey on March 18. This year's survey will embrace 209 markets, selected on the basis of consultations with leading agencies, advertisers and networks.

The study shows the percentage of homes in each market having tv (including special uhf figures), stations received, frequency of viewing and stations viewed most both daytime and nighttime. The study is particularly designed to indicate station overlap, network duplication and weak signal areas. Among the new features this year will be a county by county coverage of California and complete information on community antenna reception.

Students Plan Campaign: Learn Results April 7

Some 60 journalism and business administration majors at the University of Oregon are doing all the planning and carrying out of a promotion of a new line of spring and summer sportswear manufactured by White Stag Mfg. Co. and offered by Lipman Wolfe department store, both Portland.

Kick-off day will be April 7 when the students will sell the line of clothing at Lipman's and discover the effectiveness of their promotion. A large-space newspaper ad on that day will climax the campaign.

SPECIAL 10¢
CHOCOLATE
ICE CREAM SODA
CURTISS
Baby Ruth
ESKIMO PIE
101 STIK-TRIKS
FREE

Puts the "PAY" in "DISPLAY"

KLEEN-STIK®
Moistureless, Self-Sticking Adhesives

3 "AFTER PRINTING" K-S PROCESSES
give your P.O.P. unmatched Variety... Convenience... Economy!

1 **KLEEN-STIK "D" TRANSFER TAPE**
Makes Any Printed Piece a Complete, Self-Sticking Display!
Your Ad Reprints, Catalog Sheets, do *double duty* as handy pressure sensitive displays! New "D" Tape . . . applied by your *regular printing source* . . . adds Kleen-Stik's famous moistureless peel-and-press convenience.

2 **KLEEN-STIK DUBL-STIK®**
Two-Sided Self-Sticking Tape for Heavy-Duty P. O. P. Uses!
Even heavy displays of cardboard, plastic, etc., are e-a-s-y to mount with this tough, *double-coated* Kleen-Stik tape. Bonds instantly to almost *any* material . . . ideal for assembling 3-D displays, attaching Folder Holders, posting Calendars, etc.

3 **KLEEN-STIK FACE-STIK®**
Transparent, Self-Sticking Adhesive Applied *over* Printing!
This special Kleen-Stik process gives printed displays new *applications* inside windows, glass doors, showcases, etc. Print letterpress or offset . . . then add Kleen-Stik for a unique 2-way message that sells coming *and* going!

FREE Booklet "101 STIK-TRIKS"
Award-winning Kleen-Stik ideas to help you create sales-winning P.O.P. *Write today* on your letterhead.

ASK YOUR REGULAR PRINTER, Lithographer, or Silk Screen Printer to show you samples of these special Kleen-Stik "After Printing" processes — or write direct.

KS KLEEN-STIK Products, Inc.
7300 N. Wilson Ave. • Chicago 31, Ill.
Plants in Chicago, Newark, Los Angeles and Toronto, Canada
Pioneers in Pressure-Sensitives for Advertising and Labeling

It pays to look both ways

Madison Avenue and Michigan Avenue

Why are more and more thoughtful advertisers turning to Chicago as a source for fresh, vigorous, sound advertising and merchandising ideas?

Perhaps it's because they're learning that Chicago agencies seem to have a more realistic, down-to-earth awareness of how people from all over the country live and think and feel.

Perhaps it's because practical mid-Western good sense, coupled with Chicago guts, imagination and ingenuity are more needed in today's market than ever before.

Translating this awareness and these qualities into exciting, effective advertising for some of the country's top companies has been our business for 20 years.

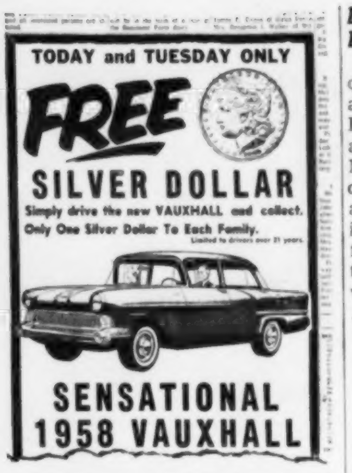
When you look this way we'd like to tell you about our agency.

In CHICAGO *we work for:*

American National Bank & Trust Co. of *Chicago*
Amity Leather Products Co., *West Bend, Wisconsin*
AMI Incorporated, *Grand Rapids, Michigan*
James B. Beam Distilling Company, *Chicago; Clermont, Ky.*
John B. Canepa Company, *Chicago*
Carling Brewing Company, *Cleveland, Ohio; Belleville, Illinois*
Carr, Adams & Collier, *Dubuque, Iowa*
College Inn Food Products Corp., *Chicago*
Cromwell Paper Company, *Chicago*
Helene Curtis Industries, Inc., *Chicago*
Jose Escalante & Co., Inc., *Chicago*
General American Transportation Corporation, *Chicago*
The H. W. Gossard Co., *Chicago*
Inland Steel Company, *Chicago*
Mogen David Wine Corporation, *Chicago*
J. W. Mortell Co., *Kankakee, Illinois*
Parker Kalon, *Clifton, New Jersey*
Perk Foods Co., *Chicago*
Purex Corporation, Ltd., *South Gate, California*
Sealy Mattress Company of *Chicago*
The Solvents & Chemicals Group, *Chicago*
Standard Knitting Mills, Inc., *Knoxville, Tennessee*
Visking Company Division of Union Carbide Corporation
  Food Casing Division, *Chicago*
  Plastics Division, *Terre Haute, Indiana*

EDWARD H. WEISS AND COMPANY

Advertising 360 North Michigan Avenue, Chicago



TODAY and TUESDAY ONLY

FREE

SILVER DOLLAR

Simply drive the new VAUXHALL and collect.
Only One Silver Dollar To Each Family.
Limited to drivers over 21 years.

SENSATIONAL
1958 VAUXHALL

INDUCEMENT—*A Vauxhall dealer in Meriden, Conn., is tempting prospects with this offer of a free silver dollar.*

Want Ads Built Fuller Brush into $100,000,000 Giant

Agents wanted for a new line of brushes covering all household needs. Apply Capital Brush Co., Main St., Hartford.

HARTFORD, March 11—"That little want ad changed the whole thing from a one-man effort to a company operating nationwide. Because of the success of my first want ad, we have used newspaper classified ads consistently ever since."

So says today the man who placed the above four-line classified ad 50 years ago in the *Post-Standard*, Syracuse, N.Y. Since then, his company has grown into one with retail consumer sales of more than $100,000,000 annually, with 3,000 persons employed in factories and offices, and 7,000 other employes in the U.S. alone selling brushes and brooms, cosmetic items, chemical specialties and a line of vitamin food supplements.

■ The man is Alfred C. Fuller, founder and board chairman of Fuller Brush Co. (the name of the company had to be changed because another brush company had a prior claim).

Mr. Fuller this week paid his tribute to newspaper want ads on the occasion of National Want Ad Week, which begins March 16.

"We can properly be called a business built by newspaper want ads," Mr. Fuller remarked.

Since that first ad, Fuller has sold $1 billion worth of Fuller products to American housewives. Fuller brush men ring 150,000,000 doorbells a year in the U.S., Canada and 45 other countries in free Europe, South Africa, Latin America, Australia, the Middle East and Pacific Islands. #

GM Adds New Ohio PR Office

General Motors Corp. will open a southwestern Ohio regional public relations office in the new 333 W. First St. building in Dayton about April 15. The office, headed by Edward L. Warner, will handle pr throughout southwest Ohio to supplement other GM pr activities.

CRITICAL READERS
LISTENERS, VIEWERS
think up claims that your agency,
clients or personnel have committed
LIBEL, SLANDER, INVASION OF
PRIVACY OR COPYRIGHT,
PLAGIARISM.
BEFORE it happens, get our unique
Excess INSURANCE Policy
an effective and inexpensive cushion
against these hazards.
EMPLOYERS REINSURANCE
CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. Chicago, 175 W. Jackson San Francisco, 100 Bush St.

Better Business Bureau Had Record Year in 1957

A record-breaking 75,000 requests for information and assistance were received by the National Better Business Bureau last year, according to its annual report. NBBB closed more than 300 major cases involving allegedly objectionable advertising or selling practices in regional or national campaigns for 96 different kinds of commodities. A 93% success in securing voluntary cooperation was reported by the bureau.

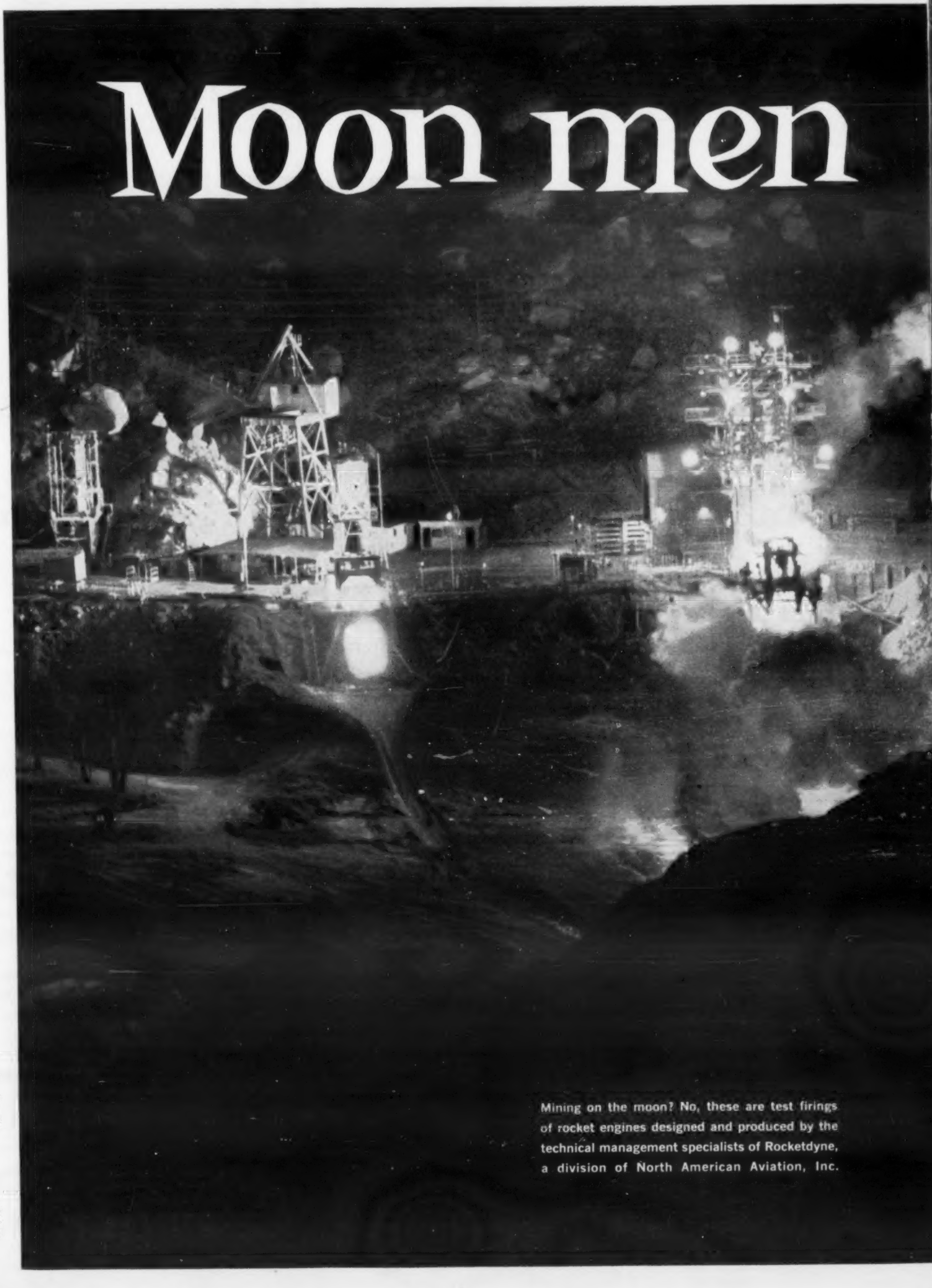
More than 5,000 requests were received from various media concerning proposed advertisers or advertising claims. "A serious trouble spot developed in the drug and cosmetic industries in 1957," said Allan E. Backman, exec vp of the national bureau. "There the blatant advertising of a small group of promoters brought the bureau 10 times as many complaints as it was receiving just two years ago. Even so, phony price and value claims continued to account for more complaints than any other kind of advertising abuse."

'Register' Lowers Resort Rate

The *Des Moines Sunday Register* has lowered its rates for classified resort, hotel, motel, chamber of commerce and travel tour advertising. One-time rate per agate line is down from $1.20 per line to $1.15. New five-time seasonal rate is $1.05 per agate line, and 10-time seasonal rate is 95¢ per line.

Rumrill Appoints Three

Rumrill Co., Rochester, N. Y., has named Richard C. Shepard, former radio sales representative of WBEN, Buffalo, its radio and tv director. Rumrill also appointed Charles Einach, formerly of the radio and tv department of Baldwin, Bowers & Strachan, Buffalo, a Rumrill division, manager of radio and tv production. Sigmund Potembski, formerly artist with Bell Aircraft, has been named Rumrill tv art director.



Mining on the moon? No, these are test firings of rocket engines designed and produced by the technical management specialists of Rocketdyne, a division of North American Aviation, Inc.

Kenmore, Sta-Puf Tie-in Featured in Ad Campaign

Sears, Roebuck & Co. will feature its Lady Kenmore automatic washer in a tie-in campaign with Sta-Puf Miracle rinse, manufactured by A. E. Staley Mfg. Co., Decatur, Ill. Staley will use a color page in the March 15 issue of *The Saturday Evening Post*, and Sears will take color spreads in *Life* and *Progressive Farmer*.

Sears will give free samples of Sta-Puf to persons who watch the demonstration of the Kenmore rinse dispenser, which automatically adds the laundry rinse. In addition, Sta-Puf samples will be factory packed in all Lady Kenmore washers and washer-dryers. The cooperative campaign was arranged with Sears through Staley and Erwin Wasey, Ruthrauff & Ryan, Chicago, the Staley agency.

Garfield Advertising to Move

Garfield Advertising, San Francisco, will move to a new building now being constructed at Broadway & Sansome Sts. Facilities in the building will include special sound and tv equipment and enlarged copy, art and tv departments.

Lithographers Manual Out

The Lithographers Manual, 20th anniversary edition, printed in two volumes and edited by Victor Strauss, has been published by the Waltwin Publishing Co., New York. Cost is $25 for the two volumes.

Eckstein Joins Wexton

John H. Eckstein, a former director of advertising and promotion for American Broadcasting Co., has been appointed director of broadcast accounts of Wexton Co., New York. In his new capacity Mr. Eckstein will assume administrative and creative responsibility for all Wexton broadcast clients. His appointment is in line with the expansion of the company's broadcast division. Other appointments will be made shortly.

ROBERT P. BRECKENRIDGE, *formerly of Lever Bros. Co., has joined Weiss & Geller, New York, as a vp and director of marketing. Mr. Breckenridge was advertising and merchandising director of Lever's Pepsodent and Harriet Hubbard Ayer divisions.*

American Can Slates Another Tie-in Promotion Program

American Can Co., New York, for the fourth consecutive year will assist its customers in advertising and promoting their canned carbonated beverages packed in Canco's MiraCans.

The 1958 MiraCan tie-in program will contribute varying amounts toward meeting customers' advertising and promotional costs, ranging from 10% to 50%, depending on the types of ads and promotions used and the quantity of Canco containers purchased. Tie-in payments will be offered for newspaper, magazine and business paper advertising, television, outdoor and transportation advertising, radio and in-store broadcasting, couponing, store demonstrations, consumer and other types of sampling, point of sale promotions, special consumer promotions, handbills, circulars and order books.

NAB Names Couric, Sims

John M. Couric has been promoted to manager of news of the National Assn. of Broadcasters, Washington, and Larry Sims has been appointed to fill his former position on the NAB's public relations staff. Mr. Couric joined the association more than a year ago. Mr. Sims formerly was with J. M. Mathes Inc., New York.

from Main Street, U.S.A.

Some people would have you believe that today's missiles and tomorrow's spacecraft are being developed by a new breed of technical specialists. Apparently they just sprang out of the ground or came down from the moon.

Poppycock!

Let's look at the facts. Neither missiles, spacecraft, high-performance military aircraft or modern transports are in themselves an industry. They are *products* of an industry . . . AVIATION.

The Aviation Industry is made up of many separate though related scientific and engineering fields . . . propulsion, aerodynamics, electronics, metallurgy, optics, etc., which are required in the development and production of a given vehicle . . . whether it operates in the earth's atmosphere or in space; whether manned or unmanned.

Each type of vehicle . . . aircraft, missile or spacecraft . . . has some development problems requiring unique technical solutions. Very often, however, the technology applied to one type of vehicle need only be modified to solve development problems of another. And much basic technology is applied to the development of all three vehicles.

The ICBM will be perfected, anti-missile missiles attain reality and man achieve his dreams of travel in outer space, only through the coordinated efforts of Aviation's "men from Main Street"–Aviation's Technical Management men. These are the technical specialists with management authority who are responsible for developing the new materials, equipment, components and systems necessary for continued industry progress in high-performance aircraft, missiles and spacecraft.

As these projects grow more complex, Technical Management's greatest need is for better communications–through word-of-mouth, group meetings, association seminars, technical papers, etc. But above all, they need an industry-wide technical medium to keep them abreast of technical developments in their own specialized fields, and in related technical areas affecting their individual project responsibilities.

There is only one industry-wide technical Aviation publication –AVIATION AGE, Technical Management Magazine of Aircraft, Missiles and Spacecraft.

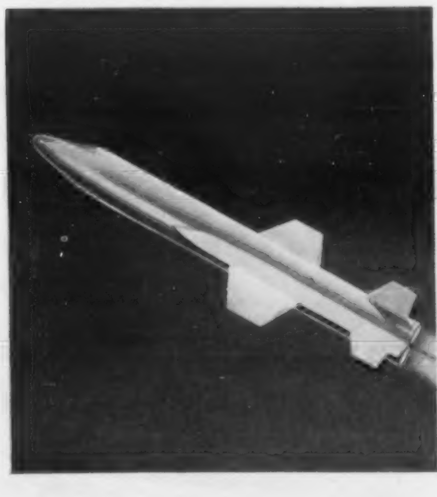
That's why more than ever, AVIATION AGE is your most effective medium for influencing your most important prospects – Aviation's Technical Management – men with management authority but technical job functions – the men responsible for the design, engineering and production of aircraft, missiles and spacecraft.

AVIATION AGE
technical management magazine of
aircraft · missiles · spacecraft

A Conover-Mast Publication
205 East 42nd Street, New York 17, N. Y.

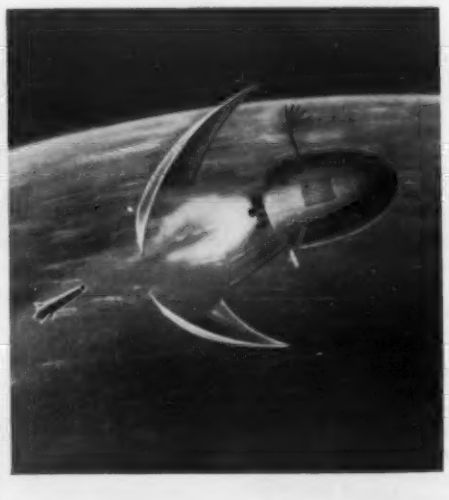
AVIATION AGE
aircraft · missiles · spacecraft

Aircraft? Missile? Spacecraft?—You name it! This is an artist's conception of the X-15, a rocket-powered, hypersonic vehicle being developed by North American Aviation for man's first trip into space.



Men from Mars? No—they're aviation technicians in protective clothing fueling a ballistic missile, developed and produced by aviation's technical management.

Lunar probe, designed by the Martin Company, to circumnavigate the moon, obtain vital data, as part of the next logical step in man's conquest of space.



vigilance

Final victory over cancer will come from the research laboratory. But there are victories today. Many cancers can be cured when detected early and treated promptly. *Vigilance* is the key to this victory.

There are seven signals which might mean cancer. Vigilance in heeding them could mean victory over cancer for you.

1. Unusual bleeding or discharge. **2.** A lump or thickening in the breast or elsewhere. **3.** A sore that does not heal. **4.** Change in bowel or bladder habits. **5.** Hoarseness or cough. **6.** Indigestion or difficulty in swallowing. **7.** Change in a wart or mole.

If your signal lasts longer than two weeks, go to your doctor to learn if it means cancer.

AMERICAN
CANCER
SOCIETY

★ THE DENVER

The Voice of the Rocky Mountain Empi

Denver, Colorado, Climate Capital of the World

Vol. 65, No. 347

DENVER AREA FIRMS

Titan 'Moon Shot' Pr

Missile Made At Denver

CAPE CANAVERAL, Fla.—(AP)—The Martin Co. says it will flight test this year a missile capable both of putting up a manned satellite weighing more than a ton, and of hitting the moon.

It referred to the Martin Titan, 5,000-mile-range ballistic missile, being built at the Denver, Colo. plant.

Martin President George M. Bunker, here to inspect the company's new Cocoa, Fla. division, said that Martin's space research programs involve the Titan intercontinental ballistic missile (ICBM).

Bunker said the Titan will be introduced into the flight program at this missile test center before the end of this year.

PLAN PROPOSED

Bunker said the Martin Co. has proposed to the government a Titan development program, consisting of several steps, by which the United States could "reach the moon first"—that is, ahead of the Russians.

'This proposal is under consideration by the Defense Department," Bunker said. The program:

1. Substitute a satellite for the heavy nose cone and nuclear warhead now assigned to the Titan. The missile, thus lightened, could launch an earth satellite weighing more than a ton.

2. Use the Titan as now being built to place a manned satellite in orbit. Bunker said that with current knowledge such a satellite could be returned safely to earth at will.

3. Add more stages to the Titan to make reconnaissance flights around the moon.

"The nose cone-warhead reentry problem has been solved. And the rocket engines already in production for the ICBM are quite capable of bosting a Titan to the moon."

USE SAME ENGINE

Bunker said the engines now

Denver's Big Store Sales Rise

Denver department store sales so far this year have been the brightest spot in the economic picture of the five-state 10th Federal Reserve District, showing a 2 pct. gain over the same period of 1957.

Figures from the Kansas City Federal Reserve Bank reported that Denver sales for the week ending Feb. 8 were up 5 pct. over the comparable week last year. The district as a whole was down 3 pct. for the week.

Denver sales for the year to date reflected the picture throughout Colorado, which was the only state in the district reporting an increase. Colorado is up 2 pct. for the year, Missouri is down 2 pct., and Kansas, Nebraska and Oklahoma each showed a drop of 1 pct.

The Denver Chamber of Commerce reported that a late surge in December carried Denver business through January without an expected slump. The Chamber said its research indicated January of 1958 was as good a month for business as the same period last year.

C.I.T. Set

S. PLATTE RIVER
1
2
H

AERIAL VIEW OF MARTIN CO

Late afternoon sunlight catches the tops of the ridges and helps bring out the six miles of paved road that link installations of the Martin Co. plant in the foothills southwest of Denver. Aerial view is to the south along the foothills, from which the South Platte River flows into Denver.

Insta
nent
the
Tita

Boom Forecast In Real Estate

The year 1958 will bring great activity for Denver in commercial and industrial real estate, in the opinion of E. Sanford Gregory, executive vice president of Van Schaack & Co. Gregory is a past president of the Society of Industrial Realtors.

Businessmen in the Denver area have the confidence in the future to make substantial commitments for expansion programs, Gregory reports.

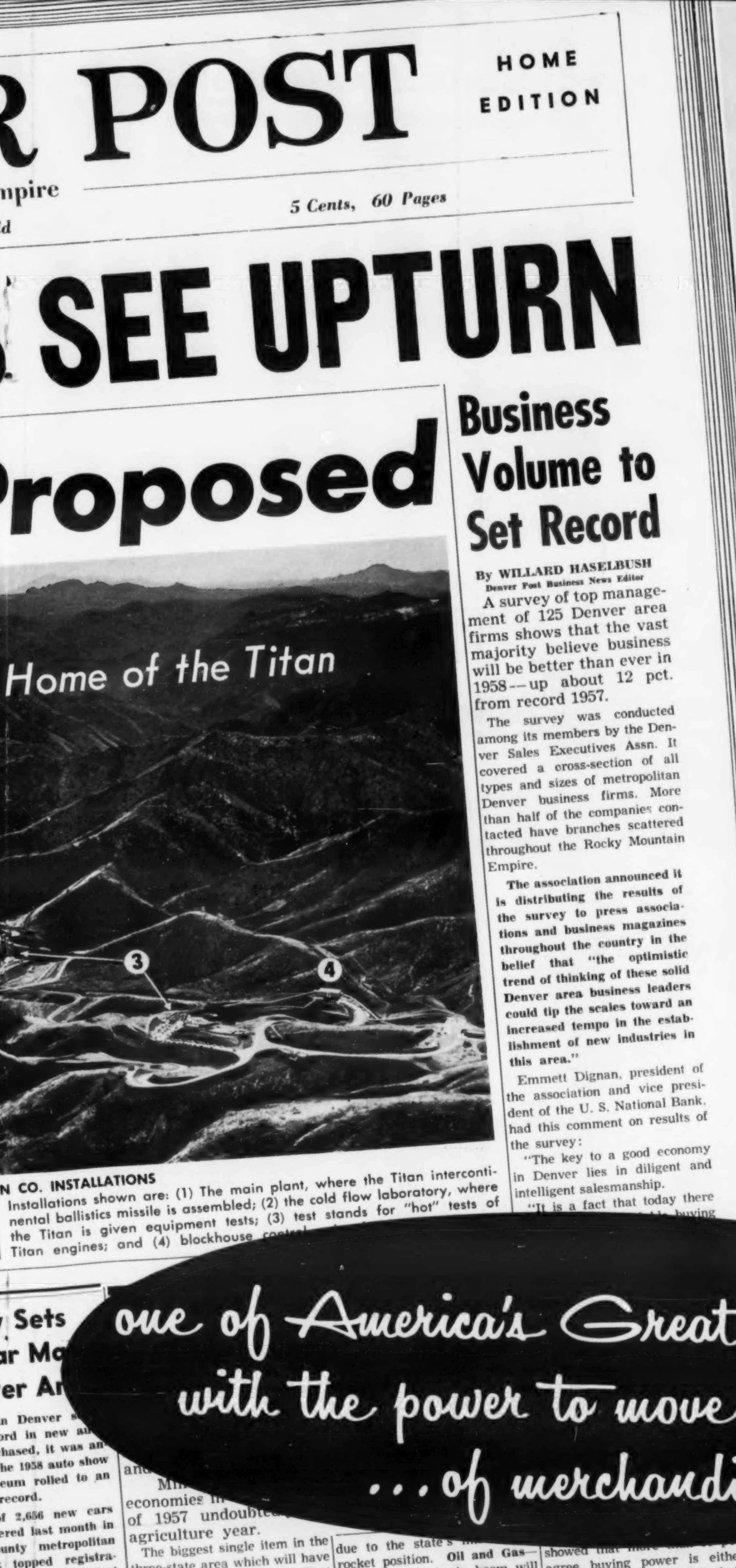
Denver and the state are

450 New

January Se New Car N In Denver

Metropolitan Den
January record in
mobiles purchased
nounced as the 195
at the Coliseum
attendance record

A total of 2,65
were registered i
the four-county
area. That topp
tions for the sam
year by 598 vehic



R POST

HOME
EDITION

mpire
d

5 Cents, 60 Pages

S SEE UPTURN

Proposed

Home of the Titan

N CO. INSTALLATIONS
Installations shown are: (1) The main plant, where the Titan interconti-
nental ballistics missile is assembled; (2) the cold flow laboratory, where
the Titan is given equipment tests; (3) test stands for "hot" tests of
Titan engines; and (4) blockhouse contr

Business Volume to Set Record

By WILLARD HASELBUSH
Denver Post Business News Editor

A survey of top management of 125 Denver area firms shows that the vast majority believe business will be better than ever in 1958—up about 12 pct. from record 1957.

The survey was conducted among its members by the Denver Sales Executives Assn. It covered a cross-section of all types and sizes of metropolitan Denver business firms. More than half of the companies contacted have branches scattered throughout the Rocky Mountain Empire.

The association announced it is distributing the results of the survey to press associations and business magazines throughout the country in the belief that "the optimistic trend of thinking of these solid Denver area business leaders could tip the scales toward an increased tempo in the establishment of new industries in this area."

Emmett Dignan, president of the association and vice president of the U. S. National Bank, had this comment on results of the survey:

"The key to a good economy in Denver lies in diligent and intelligent salesmanship.

"It is a fact that today there

Sets
ar Ma
er Ar

n Denver s
ord in new au
hased, it was an-
he 1958 auto show
eum rolled to an
record.

f 2,656 new cars
ered last month in
unty metropolitan
topped registra-
e same month last
vehicles.

an

Mi
economies in
of 1957 undoubte
agriculture year.

The biggest single item in the three-state area which will have an "upward" economic effect is the announcement that the

due to the state's
rocket position. **Oil and Gas**—The San Juan basin boom will continue and similar heavy activity expected to maintain the

showed that more
agree buying power is either above or equal to 1957, both in the Denver metropolitan area and in the region generally.

one of America's Great Newspapers
with the power to move mountains
...of merchandise

CIRCULATION

Evening, except Saturday	254,519
Sunday	336,330
Empire Magazine and Comics	370,141

A.B.C. Publisher's Statement
September 30, 1957

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

March Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

Weeklies, Bi-Weeklies, Semi-Monthlies (February)

	Pages				Lines			
	Feb. 1958	Feb. 1957	Jan.-Feb. 1958	Jan.-Feb. 1957	Feb. 1958	Feb. 1957	Jan.-Feb. 1958	Jan.-Feb. 1957
Commonweal	17.0	18.4	31.2	34.6	7,140	7,728	13,104	14,532
Cue	62.0	64.2	115.2	118.7	26,597	27,527	49,404	50,907
Down Beat	28.9	34.6	64.4	68.2	12,124	14,560	27,020	28,812
Grit	23.9	29.1	46.9	55.3	23,868	29,125	46,912	55,247
Life	249.8	296.5	438.1	547.7	169,866	201,618	297,874	372,466
Look	106.9	109.1	161.2	173.7	72,692	74,188	109,616	118,116
New Yorker	326.1	321.9	577.5	551.1	139,904	138,075	247,730	236,399
Newsweek	235.1	263.9	406.1	461.2	98,742	110,838	170,562	193,704
Presbyterian Life	12.2	10.7	21.8	20.8	5,104	4,500	9,163	8,728
The Reporter	16.9	16.0	33.5	31.5	7,124	6,721	14,075	13,254
The Saturday Evening Post	217.5	245.4	371.5	415.8	147,870	166,870	252,603	282,720
Saturday Review	76.6	64.2	161.4	143.3	32,196	26,968	67,832	60,183
Sporting News	22.8	23.0	45.2	43.6	24,786	24,983	49,096	47,319
†Sports Illustrated	77.1	65.8	121.8	107.4	33,083	28,241	52,264	46,086
Time	238.8	249.2	437.9	474.6	100,277	104,666	183,912	199,350
TV Guide	44.9	38.3	91.4	73.1	8,187	6,969	16,651	13,310
U.S. News & World Report	215.0	246.6	417.8	453.7	90,295	103,588	175,466	190,536
Total Group	1,971.5	2,096.9	3,542.9	4,104.4	988,855	1,074,165	4,492,284	1,931,66

† Beginning with February advertising figures shown will have full national advertising, and regional advertising will be prorated, based on circulation.

Women's

	Pages				Lines			
	March 1958	March 1957	Jan.-.Mar. 1958	Jan.-Mar. 1957	March 1958	March 1957	Jan.-Mar. 1958	Jan-Mar. 1957
§Bride & Home	——	——	62.4	47.5	——	——	39,479	30,071
§Bride's Magazine	——	——	207.9	193.1	——	——	131,371	121,039
Everywoman's Magazine	28.5	27.3	64.2	62.2	12,227	11,712	27,542	26,674
Family Circle	45.7	51.9	102.9	126.0	19,605	22,265	48,063	54,054
Good Housekeeping	112.7	139.4	255.4	303.4	48,353	59,791	109,573	130,161
Ladies' Home Journal	110.8	138.0	254.1	292.8	75,348	93,824	172,781	199,133
McCall's	75.2	107.3	179.7	236.8	51,140	72,948	122,204	161,038
§Modern Bride	——	——	185.4	180.7	——	——	117,160	114,202
†Parents' Magazine	72.9	70.3	151.1	159.0	31,359	30,228	65,029	68,445
Seventeen	117.5	128.9	251.0	288.8	79,910	87,636	170,676	196,410
‡Western Family	19.1	26.0	48.5	56.9	8,009	10,924	20,357	23,909
Woman's Day	41.9	45.1	92.2	110.8	17,971	19,330	39,551	47,517
The Workbasket	42.6	41.1	128.7	143.2	8,366	8,069	25,241	28,075
Total Group	666.9	775.3	1,983.5	2,203.2	352,288	416,677	1,089,027	1,200,728

§ Published quarterly in January, April, July and October. † Includes Shopping Scout Section linage. ‡ Changed from a 429-line page to 420-line page in October 1957.

General

	Pages				Lines			
	March 1958	March 1957	Jan.-.Mar. 1958	Jan.-Mar. 1957	March 1958	March 1957	Jan.-Mar. 1958	Jan-Mar. 1957
American Artist	27.6	27.6	88.6	77.0	11,596	11,601	37,213	32,332
American Forests	17.7	20.0	47.6	49.8	7,434	8,400	20,006	20,916
American Legion	8.9	13.6	30.4	45.2	3,723	5,731	12,750	18,994
Antiques	56.8	57.8	185.3	177.8	16,685	16,979	54,426	32,259
Argosy	27.5	25.9	66.3	57.9	11,832	11,125	28,461	24,858
Atlantic	41.6	41.1	102.5	103.4	17,494	17,255	43,090	43,455
Christian Herald	31.9	38.6	122.1	132.8	13,700	16,575	52,429	56,923
Columbia	10.8	5.0	27.3	20.9	4,571	2,120	11,470	8,791
Coronet	55.5	43.0	123.5	129.0	9,990	7,740	22,230	23,220
Cosmopolitan	26.3	22.1	67.1	67.7	11,273	9,495	28,766	29,057
Ebony	67.1	68.8	180.0	176.2	45,634	46,815	122,401	119,832
Elks Magazine	13.7	14.8	39.7	39.6	5,902	6,365	17,106	17,042
Esquire	55.7	49.0	157.1	157.2	37,885	33,305	106,765	106,875
Extension	16.7	18.3	48.7	51.2	11,492	12,615	33,498	35,236
Gourmet	37.0	30.0	90.3	74.0	15,610	12,677	37,963	30,908
Grade Teacher	35.4	41.6	96.3	96.2	15,631	18,347	42,465	42,420
Harper's Magazine	42.1	42.1	93.4	107.3	17,688	17,688	39,245	45,058
High Fidelity	80.6	79.2	216.5	250.9	33,852	33,264	90,930	105,378
Holiday	97.8	99.0	251.4	245.7	66,490	67,304	170,960	167,097
Hot Rod	27.2	20.7	67.4	54.3	11,424	8,708	28,336	22,848
Improvement Era	22.7	25.8	61.3	67.3	9,604	10,843	25,725	28,273
Instructor	35.3	36.0	103.7	102.1	24,159	24,679	70,947	69,894
Motor Boating	136.3	128.2	511.8	513.7	80,115	75,387	300,996	301,786
Motor Life	18.4	10.7	49.6	29.9	7,728	4,508	20,846	12,572
Motor Trend	23.4	16.4	61.9	50.8	9,828	6,888	25,998	21,350
National Geographic	53.8	54.4	118.1	131.4	12,722	12,839	28,043	31,165
Playboy	15.2	12.1	38.9	31.9	6,394	5,096	15,929	13,426
†Popular Boating	62.0	30.3	182.0	105.6	30,576	17,816	107,016	62,093
Popular Photography	72.2	62.6	234.8	210.6	30,324	26,292	98,616	88,452
Promenade	18.2	21.6	54.9	58.7	7,808	9,249	23,568	25,178
Reader's Digest	52.5	41.0	124.5	113.0	9,555	7,362	22,749	20,466
Real	12.5	12.5	46.7	37.6	5,378	5,344	20,024	16,152
Redbook	34.9	39.6	87.9	86.3	14,982	16,997	37,688	37,011
Rotarian	8.2	14.6	18.4	41.9	3,448	6,118	12,003	17,616
‡See	17.7	16.3	33.8	29.1	7,606	6,989	14,504	12,480
Today's Health	25.7	21.8	69.8	58.8	11,022	9,335	29,950	25,224
§Together	13.3	13.3	32.4	34.6	5,727	5,527	13,931	14,372
Town & Country	57.9	62.4	182.1	180.4	36,570	39,416	115,120	113,989
True	24.9	26.7	64.4	66.5	10,667	11,472	27,612	28,512
Yachting	115.3	107.2	434.2	424.3	67,796	63,034	253,310	249,488
Total Group	1,598.3	1,511.7	4,612.7	4,488.6	761,815	729,300	2,265,085	2,192,998

† January 1958 was a show issue. ‡ Published bi-monthly; figures shown are for combined March-April issue. § Changed from a 414-line page to a 429-line page in May 1957.

Home

	Pages				Lines			
	March 1958	March 1957	Jan.-.Mar. 1958	Jan.-Mar. 1957	March 1958	March 1957	Jan.-Mar. 1958	Jan-Mar. 1957
American Home	68.4	87.6	165.0	178.3	43,250	55,332	104,299	112,664
Better Homes & Gardens	116.0	147.0	265.0	307.0	73,625	92,632	167,218	193,965
Flower Grower	69.7	67.3	176.4	168.6	29,290	28,284	74,102	70,870
House & Garden	74.5	85.3	138.0	161.7	47,090	53,917	87,267	102,242
House Beautiful	100.8	115.6	192.3	228.9	63,768	73,089	121,588	144,723
Household	28.3	47.2	71.1	103.4	12,160	20,261	30,503	44,353
Living for Young Homemakers	56.5	81.9	116.0	155.1	35,708	51,766	73,312	98,024
Popular Gardening	61.5	62.1	159.9	158.6	25,835	26,090	67,142	66,593
Sunset Magazine	136.0	156.5	294.9	321.2	57,138	65,744	123,906	134,922
Total Group	711.7	850.5	1,578.6	1,782.8	387,864	467,115	849,337	968,356

Fashion

	Pages				Lines			
	March 1958	March 1957	Jan.-.Mar. 1958	Jan.-Mar. 1957	March 1958	March 1957	Jan.-Mar. 1958	Jan-Mar. 1957
Charm	89.4	118.8	187.1	255.1	38,359	50,964	80,269	109,457
Glamour	96.1	107.5	237.1	265.9	41,234	46,142	101,726	114,101
Harper's Bazaar	113.4	121.1	303.9	293.5	71,639	76,575	191,994	185,538
Mademoiselle	76.0	95.7	210.7	231.4	32,625	41,052	90,395	99,281
Vogue	160.9	176.4	448.4	483.5	101,708	111,514	283,413	305,609
Total Group	535.8	619.5	1,387.2	1,529.4	285,565	326,247	747,797	813,986

Movie-Romance-Radio

	Pages				Lines			
	March 1958	March 1957	Jan.-.Mar. 1958	Jan.-Mar. 1957	March 1958	March 1957	Jan.-Mar. 1958	Jan-Mar. 1957
§Dell Modern Group:								
Modern Romances	25.8	36.8	59.4	79.6	11,055	15,801	25,483	34,143
Modern Screen	11.4	32.2	28.4	69.3	4,872	13,828	12,164	29,732
Screen Stories	11.2	24.2	26.3	55.9	4,789	10,365	11,286	23,979
Fawcett Women's Group:								
Motion Picture	11.7	17.4	33.9	49.6	5,039	7,460	14,529	21,262
True Confessions	20.2	30.0	53.1	68.7	8,657	12,854	22,801	29,469
Hillman Romance Group	2.4	3.1	8.4	6.3	1,064	1,331	3,682	2,727
Hillman Women's Group	20.7	21.0	59.5	58.1	8,908	9,038	25,582	24,980
Ideal Women's Group:								
Intimate Story	15.6	22.6	43.7	59.4	6,688	9,713	18,767	25,487
Movie Life	17.4	25.5	49.8	69.3	7,475	10,933	21,371	29,730
Movie Star Parade	17.3	23.4	49.7	67.2	7,433	10,047	21,329	28,832
Personal Romances	15.4	22.2	44.9	59.1	6,618	9,536	19,262	25,379
TV Star Parade	15.2	21.2	40.9	56.3	6,532	9,114	17,569	24,152
†Screenland	11.8	14.2	34.1	42.2	5,065	6,090	14,630	18,105
Secrets Romance Group:								
Revealing Romances	18.6	23.0	54.3	58.7	8,004	9,872	23,311	25,194
‡Daring Romances	18.6	23.9	30.4	34.3	8,003	10,266	13,075	14,727
Secrets	18.9	23.4	55.8	59.4	8,120	10,048	23,965	25,500
True Story Women's Group:								
Photoplay	19.6	40.0	45.0	80.4	8,410	17,138	19,313	34,477
True Love Stories	11.8	17.2	31.6	40.1	5,068	7,382	13,554	17,210
True Experience	11.7	17.1	32.2	40.1	5,021	7,338	13,807	17,201
True Romance	11.8	17.3	33.2	38.7	5,041	7,428	14,244	16,607
True Story	59.1	70.2	116.3	139.5	25,348	30,133	49,906	59,822
TV-Radio Mirror	9.9	15.8	25.0	37.2	4,255	6,766	10,725	15,943
Total Group	376.1	541.7	955.9	1,269.4	161,465	232,481	410,355	544,658

NOTE: Figures for each publication in the Dell, Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. § No issue in January 1958. † Published bi-monthly; alternates with Confidential Confessions. ‡ Publiched bi-monthly; alternates with Silver Screen.

§Business (March)

	Pages				Lines			
	March 1958	March 1957	Jan.-.Mar. 1958	Jan.-Mar. 1957	March 1958	March 1957	Jan.-Mar. 1958	Jan-Mar. 1957
Dun's Review & Modern Industry	64.7	75.9	190.9	223.2	27,164	31,875	80,216	93,748
Fortune	170.3	202.0	481.5	495.0	107,598	127,664	304,308	312,840
Nation's Business	50.2	60.7	124.1	158.7	21,583	26,064	53,436	68,158
Total Group	285.2	338.6	796.5	876.9	156,345	185,603	437,960	474,746

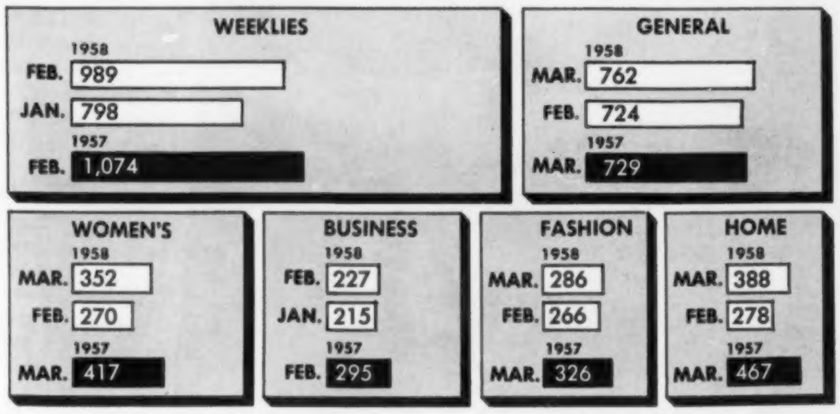
§ Because current month linage figures for several publications are not yet available this group is broken into a March section and a February section.

Business (February)

	Pages				Lines			
	Feb. 1958	Feb. 1957	Jan.-Feb. 1958	Jan.-Feb. 1957	Feb. 1958	Feb. 1957	Jan.-Feb. 1958	Jan.-Feb. 1957
Barron's	65.5	79.9	119.5	147.9	42,982	52,444	78,427	97,067
Business Week	358.2	470.9	680.7	886.1	150,427	197,774	285,890	372,149
Financial World	30.7	53.1	82.6	117.9	12,887	22,284	34,698	49,451
Forbes	48.7	54.6	102.9	143.3	20,466	22,895	43,245	60,141
Total Group	503.1	658.5	985.7	1,295.2	226,762	295,397	442,260	578,808

Magazine Linage Trend

Figures in Thousands



Youth

	Pages				Lines			
	March 1958	March 1957	Jan.-.Mar. 1958	Jan.-Mar. 1957	March 1958	March 1957	Jan.-Mar. 1958	Jan-Mar. 1957
American Girl	29.3	30.6	76.2	83.3	12,582	13,114	32,695	35,743
Boys' Life	26.1	27.9	76.3	77.9	17,735	18,950	51,854	52,971
Child Life	1.2	1.3	2.7	2.7	534	540	1,157	1,163
Scholastic Magazines	41.8	37.2	131.2	131.5	17,586	15,618	55,127	55,245
Scholastic Roto	5. 8	4.9	17.5	18.7	5,084	4,319	15,262	16,402
Total Group	104.2	101.9	303.9	314.1	53,521	52,541	156,095	161,524

Mechanics & Science

	Pages				Lines			
	March 1958	March 1957	Jan.-.Mar. 1958	Jan.-Mar. 1957	March 1958	March 1957	Jan.-Mar. 1958	Jan-Mar. 1957
Mechanix Illustrated	71.9	79.4	223.5	235.1	16,113	17,785	50,065	52,672
Popular Electronics	63.8	63.0	193.4	184.8	14,291	14,112	43,322	41,395
Popular Mechanics	120.8	125.3	367.9	381.5	27,059	28,086	82,413	91,978
Popular Science	115.0	122.0	353.7	373.1	25,760	27,319	79,219	83,565
†Science & Mechanics	93.8	97.0	201.8	205.5	21,095	21,736	44,841	46,049
Total Group	465.3	486.7	1,340.3	1,380.0	104,318	109,038	299,860	315,659

† Published bi-monthly; figures shown are for combined March-April issue.

Outdoor & Sport

	Pages				Lines			
	March 1958	March 1957	Jan.-.Mar. 1958	Jan.-Mar. 1957	March 1958	March 1957	Jan.-Mar. 1958	Jan-Mar. 1957
American Rifleman	50.0	47.8	146.1	139.8	21,450	20,480	62,680	59,980
Field & Stream	96.2	85.3	211.9	193.9	41,274	38,613	90,893	83,194
Fur-Fish-Game	19.4	19.2	56.5	58.8	8,323	8,256	24,258	25,219
Guns	22.3	23.2	65.8	69.0	9,566	9,931	28,228	29,580
Outdoor Life	84.9	89.5	202.6	208.2	36,442	38,386	86,907	89,327
Sports Afield	72.8	74.2	171.3	162.0	31,254	31,841	73,504	69.480
Total Group	345.6	339.2	854.2	831.7	148,309	145,507	366,470	354,780

Detective & Fiction

	Pages				Lines			
	March 1958	March 1957	Jan.-.Mar. 1958	Jan.-Mar. 1957	March 1958	March 1957	Jan.-Mar. 1958	Jan-Mar. 1957
Cavalier	17.7	16.9	48.5	46.3	7,584	7,242	20,806	19.844
Dell Men's Group	11.1	14.0	33.7	34.6	4,744	6,012	14,447	14,837
Thrilling Fiction Group	10.7	7.8	36.4	21.1	2,402	1,744	8,152	4,740
Total Group	39.5	38.7	118.6	102.0	14,730	14,998	34,870	39,421

Newspaper Sections (I)

(Nationally distributed with Sunday newspapers.)

	Pages				Lines			
	March 1958	March 1957	Jan.-.Mar. 1958	Jan.-Mar. 1957	March 1958	March 1957	Jan.-Mar. 1958	Jan-Mar. 1957
The American Weekly	89.5	71.4	204.8	181.1	76,072	60,685	174,036	153,928
Family Weekly	72.8	52.4	180.6	129.5	61,881	44,561	153,487	110,100
Parade	91.3	85.7	220.5	194.5	77,618	72,860	187,436	165,330
This Week Magazine	113.5	104.8	267.6	252.0	96,452	89,042	227,468	214,169
Total Group	367.1	314.3	873.5	757.1	312,023	267,148	742,427	643,527

Newspaper Sections (II) (February)

(All other newspaper sections and comics)

	Pages				Lines			
	Feb. 1958	Feb. 1957	Jan.-Feb. 1958	Jan.-Feb. 1957	Feb. 1958	Feb. 1957	Jan.-Feb. 1958	Jan.-Feb. 1957
#Chicago Tribune Magazine	117.7	110.1	257.9	208.1	100,051	93,554	219,236	176,915
First 3 Markets Group	45.2	55.1	92.5	95.2	38,420	46,793	78,625	80,920
New York Times Magazine	206.7	312.5	384.7	536.2	175,666	265,617	326,953	455,809
Total Group	369.6	477.7	735.1	839.5	314,137	405,964	624,814	713.644

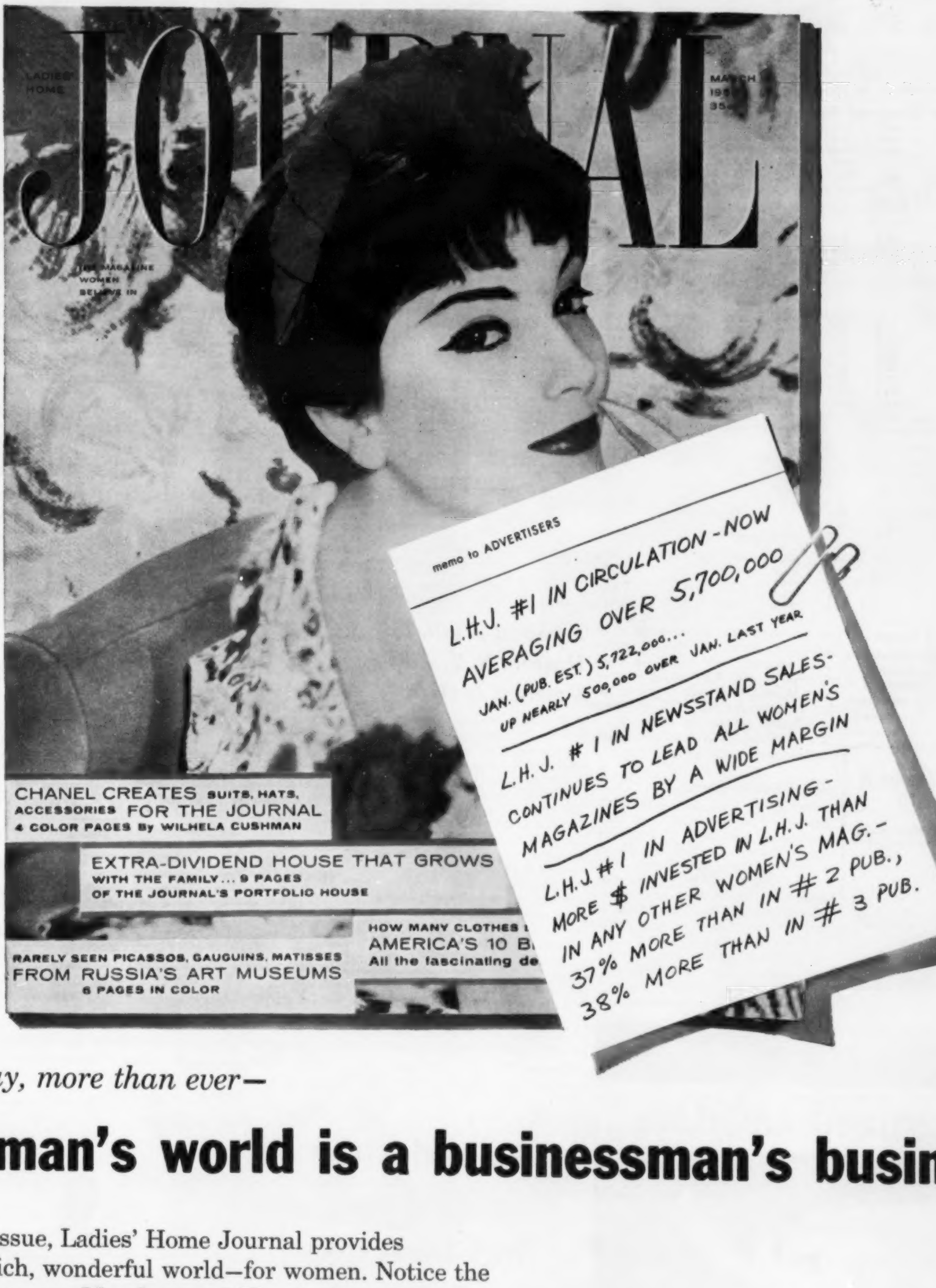
Not included in totals as it is a member of the First 3 Markets Group.

Comics Magazines

	Pages				Lines			
	March 1958	March 1957	Jan.-.Mar. 1958	Jan.-Mar. 1957	March 1958	March 1957	Jan.-Mar. 1958	Jan-Mar. 1957
American Comics Group	7.0	7.0	21.0	21.0	2,646	2,646	7,938	7,938

(Continued on Page 60)

Women have a world of their own...and a magazine of their own



JOURNAL

LADIES' HOME

MARCH 195 35¢

THE MAGAZINE WOMEN BELIEVE IN

CHANEL CREATES SUITS, HATS, ACCESSORIES FOR THE JOURNAL
4 COLOR PAGES By WILHELA CUSHMAN

EXTRA-DIVIDEND HOUSE THAT GROWS
WITH THE FAMILY... 9 PAGES
OF THE JOURNAL'S PORTFOLIO HOUSE

RARELY SEEN PICASSOS, GAUGUINS, MATISSES
FROM RUSSIA'S ART MUSEUMS
6 PAGES IN COLOR

HOW MANY CLOTHES
AMERICA'S 10 B
All the fascinating de

memo to ADVERTISERS

L.H.J. #1 IN CIRCULATION - NOW AVERAGING OVER 5,700,000
JAN. (PUB. EST.) 5,722,000...
UP NEARLY 500,000 OVER JAN. LAST YEAR

L.H.J. # 1 IN NEWSSTAND SALES - CONTINUES TO LEAD ALL WOMEN'S MAGAZINES BY A WIDE MARGIN

L.H.J. # 1 IN ADVERTISING - MORE $ INVESTED IN L.H.J. THAN IN ANY OTHER WOMEN'S MAG. -
37% MORE THAN IN # 2 PUB.,
38% MORE THAN IN # 3 PUB.

Today, more than ever—

A woman's world is a businessman's business

Issue after issue, Ladies' Home Journal provides a rich, wonderful world—for women. Notice the features listed on our March cover? They're just a few of the facets of the world women will find inside... And this is a world that means business—for businessmen. Businessmen know that the problem today is not just "reaching" women—but selling them, deeply and convincingly. Women take ideas from the Journal into their hearts—and into their homes. And so, more and more advertisers turn to the No. 1 women's magazine!

Ladies' Home JOURNAL
A CURTIS PUBLICATION

THE NO. 1 MAGAZINE FOR WOMEN ★ NO. 1 IN CIRCULATION ★ NO. 1 IN NEWSSTAND SALES ★ NO. 1 IN ADVERTISING

	Pages				Lines			
	March 1958	March 1957	Jan.-.Mar. 1958	Jan.-Mar. 1957	March 1958	March 1957	Jan.-Mar. 1958	Jan-Mar. 1957
†Archie Comic Group	7.0	7.0	13.0	13.5	2,646	2,646	4,914	5,103
†Harvey Comic Group	8.3	9.0	16.6	18.7	3,150	3,402	6,300	7,056
National Comics Group:								
Blue Unit	5.0	7.0	16.5	21.5	1,890	2,646	6,048	8,181
Red Unit	5.0	7.0	15.5	23.0	1,890	2,646	5,859	3,713
Total Group	32.3	37.0	82.6	97.7	12,222	13,986	31,059	36,991

† Published bi-monthly; figures shown are for combined March-April issue.

Canadian National Weekend Newspapers (Rotogravure Linage)

†La Patrie	88.7	77.3	156.6	165.1	79,814	77,262	140,980	165,126
La Presse	87.7	72.5	149.5	153.5	78,928	72,586	134,523	153,486
#Star Weekly	67.2	71.7	109.9	117.2	58,803	62,743	96,192	102,512
Weekend Magazine	131.2	128.9	257.3	264.2	127,958	125,738	250,929	257,630
Total Group	307.6	278.7	563.4	582.8	286,700	275,586	526,432	576,242

† Changed from a 1,000-line page to a 900-line page in January 1958. # Not included in totals as March linage was not available when this issue went to press.

Canadian

Canadian Home Journal	35.0	45.5	85.0	97.4	23,829	30,930	57,818	66,205
Canadian Homes & Gardens	43.6	40.2	84.7	96.5	29,679	27,337	57,593	65,641
Chatelaine	35.3	39.8	81.8	97.2	24,035	27,085	55,654	66,116
Liberty	31.2	33.4	76.4	80.9	13,368	14,177	32,789	34,715
Maclean's	95.8	103.9	187.8	217.3	65,146	70,661	127,711	147,791
Mayfair	33.7	35.7	92.3	93.3	22,921	24,171	62,788	63,478
Reader's Digest								
English Edition	93.5	84.8	213.3	182.0	17,017	15,424	38,811	33,123
French Edition	98.0	78.3	225.0	183.3	17,836	14,241	40,790	33,351
Revue Moderne	21.9	24.7	49.4	57.6	14,866	16,812	33,632	39,213
Revue Populaire	16.6	25.3	37.6	51.9	11,654	17,741	26,372	36,381
†Samedi	15.3	26.7	37.5	68.4	10,729	18,685	26,275	47,883
‡Saturday Night	32.7	26.5	55.7	43.2	13,712	11,134	23,393	18,189
‡Time-Canadian	103.1	128.8	192.1	220.5	43,645	54,040	81,025	92,575
Total Group	519.9	538.3	1,170.8	1,225.8	251,080	277,264	560 233	633 897

† Effective Feb. 1, 1958, Samedi carries advertising in two of its four issues. ‡ Not included in totals; figures shown are for February issues as March figures were not available as this issue went to press.

§Foreign (March)

‡Hablemos	14.0	17.6	29.6	27.5	11,802	14,742	24,822	23,016
Popular Mechanics:								
Populaer Mekanik (Danish)	8.0	6.3	21.5	17.8	1,792	1,407	1,411	3,983
Populare Mechanik (German)	5.5	1.3	15.8	3.9	1,232	308	3,539	886
Mecanique Populaire (French)	30.5	30.0	77.7	77.5	6,832	6,720	17,404	17,360
Mecanica Popular (Spanish)	24.5	27.3	78.7	81.8	5,492	6,116	17,636	18,324
Popular Mekanik (Swedish)	9.0	9.8	25.0	26.8	2,016	2,203	5,600	6,011
Reader's Digest:								
Arabic	28.0	36.0	84.0	92.0	4,592	5,904	13,776	15,088
Argentine	38.5	45.0	106.5	109.0	7,007	8,190	19,383	19,838
Austrian	68.0	62.0	150.0	151.0	12,376	11,284	27,300	27,482
Australian	71.8	49.8	170.3	142.8	13,058	9,055	30,870	29,884
Belgian	29.0	26.0	89.5	84.5	5,075	4,550	15,730	15,313

	Pages				Lines			
	March 1958	March 1957	Jan.-.Mar. 1958	Jan.-Mar. 1957	March 1958	March 1957	Jan.-Mar. 1958	Jan-Mar. 1957
British	79.0	69.5	183.5	179.5	14,694	12,927	34,131	53,661
Caribbean	67.0	77.5	174.0	167.5	12,194	14,105	32,208	30,485
Danish	48.5	52.0	118.3	103.8	8,245	8,840	20,103	17,637
Dutch	29.0	—	77.0	—	5,278	—	14,014	—
Finnish	18.0	18.0	43.0	42.0	3,348	3,348	7,998	7,812
French	114.0	116.0	255.0	247.0	19,950	20,300	44,325	43,225
French Swiss	26.0	24.5	60.0	49.5	4,550	4,287	10,500	8,662
German	99.0	78.0	237.0	198.0	18,018	14,196	43,134	36,036
German Swiss	30.0	26.5	59.5	59.0	5,460	4,823	12,598	10,738
Iberian	80.5	72.0	193.0	189.5	14,651	13,104	35,126	34,489
Indian	60.0	58.0	172.0	151.0	10,920	10,556	31,304	27,482
Italian	88.0	80.0	201.5	185.5	15,136	13,760	34,533	32,176
Japanese	35.5	38.5	109.5	108.0	5,964	6,468	18,128	18,144
Mexican	53.5	47.0	142.5	120.0	9,737	8,554	25,935	22,380
†Military Overseas	42.0	27.0	114.0	27.0	7,644	4,914	20,748	4,914
New Zealand	38.5	34.5	98.0	90.5	7,007	6,279	20,348	17,199
Norwegian	36.0	34.0	84.0	77.0	6,120	5,780	14,280	13,090
Portuguese	72.5	63.0	198.5	185.5	12,687	11,025	34,737	32,462
South African	83.5	88.5	225.5	246.0	14,946	15,841	40,364	43,944
Southern Hemisphere	28.5	40.5	83.5	88.5	5,187	7,371	15,133	16,107
Swedish	42.5	40.5	95.5	84.5	7,905	7,533	17,831	15,717
Total Group	1,498.3	1,396.6	3,773.4	3,413.9	290,915	264,490	704,949	663,545

† The Overseas Military Edition replaced the Japanese Troop Edition with the March, 1957 issue. The cumulative total for the Overseas Military Edition for 1957, therefore, is for one month. The 1957 cumulative total for the Japanese Troop Edition is for January and February.

§ Because current month linage figures for several publications are not yet available this group is broken into a March section and a February section. ‡ Changed from a 1,071-line page to a 840-line page in January 1957.

Foreign (February)

	Pages				Lines			
	Feb. 1958	Feb. 1957	Jan.-Feb. 1958	Jan.-Feb. 1957	Feb. 1958	Feb. 1957	Jan.-Feb. 1958	Jan.-Feb. 1957
Life International:								
English Edition	82.7	60.1	107.0	118.7	56,355	40,885	72,760	80,835
Spanish Edition	45.2	54.7	105.3	122.1	30,770	37,315	71,655	83,045
Newsweek:								
Pacific Edition	57.5	57.5	108.7	101.0	24,150	24,150	45,641	42,420
European Edition	64.2	55.2	115.5	96.4	26,950	23,170	48,475	40,495
Semana	43.0	40.5	75.3	83.1	18,060	17,010	31,640	34,930
Time International:								
Time-Atlantic	96.4	94.1	186.7	173.5	40,460	39,865	78,365	72,835
Time-Latin American	88.2	96.2	167.1	170.6	37,030	40,390	70,490	71,610
Time-Pacific	73.5	76.1	141.0	144.2	30,835	31,955	59,220	60,550
Vision:								
†Visao (Portuguese Edition)	99.1	82.8	183.7	149.8	41,650	34,790	77,140	62,930
Mexican Edition	10.7	7.7	19.0	15.0	4,480	3,220	7,980	6,300
Spanish Edition	52.1	50.1	104.7	89.7	21,875	21,035	43,960	37,695
Total Group	712.6	675.0	1,314.0	1,264.1	332,615	313,785	607,326	593,645

† Became a weekly with July 5, 1957 issue; four issues in February 1958 and two issues in February 1957.

NBC Radio Promotes Three

Three sales and merchandising executives have been promoted by NBC Radio, New York. William F. Fairbanks, eastern sales manager, has been promoted to the recently re-activated post of national sales manager; Harry E. Hobbs, radio sales account executive, has been named to Mr. Fairbanks' former post. Murray Heilweil, merchandising manager for NBC-TV, has been appointed marketing director, a new post created in line with NBC Radio's expansion program.

Marie does It FASTER...

complete mailings, multigraphing, mimeographing, addressing, fill-in on multigraphed letters, planographing.

Marie keeps your Mailing List up-to-date, frees you from detail work. For rush pick-up, quick service and fast delivery CALL WAbash 2-8655.

The Letter Shop Inc.
431 S. Dearborn Street, Chicago 5, Ill.

Norge Boosts Three

Harold P. Bull, formerly vp in charge of distribution, has been appointed vp of sales of Norge division, Borg-Warner Corp., Chicago. The post has been vacant since August, 1956. At the same time, Walter C. Fisher, formerly general sales manager, was appointed director of distribution, and James D. (Dan) Dougherty, formerly national refrigerator sales manager, was named national field sales manager.

Armand Weill, 75, Upstate N. Y. Ad Veteran, Is Dead

BUFFALO, March 11—Armand S. Weill, 75, one of western New York's veteran advertising agency executives, died today in Millard Fillmore Hospital.

He was chairman of the board of the Weill Corp., with offices in Buffalo and Toronto. This business, primarily a marketing management organization, is headed by his son, Robert K. Weill.

The corporation was an outgrowth of the advertising agency which the elder Mr. Weill founded 45 years ago, in partnership with Harold C. Desbecker.

Mr. Weill entered the advertising field in 1905, following two years of newspaper work with the *Buffalo Courier* and *Enquirer*. Mr. Weill organized and promoted the first chain store operation in the men's apparel field and developed this into a group of more than 50 units known as the Fitwell Clothing Parlors.

▪ His agency handled mostly consumer package goods and apparel accounts. Advertising today is only a small part of Weill Corp.'s activities.

LAWRENCE McCRACKEN

CLEARWATER, FLA., March 12—Lawrence M. McCracken, 57, pr man, former adman and newspaper man and former director of social research for the Conference of Alcoholic Beverage Industries, died March 7 of cancer at his home here. He had been in semi-retirement because of ill health since 1955, when he moved to Florida.

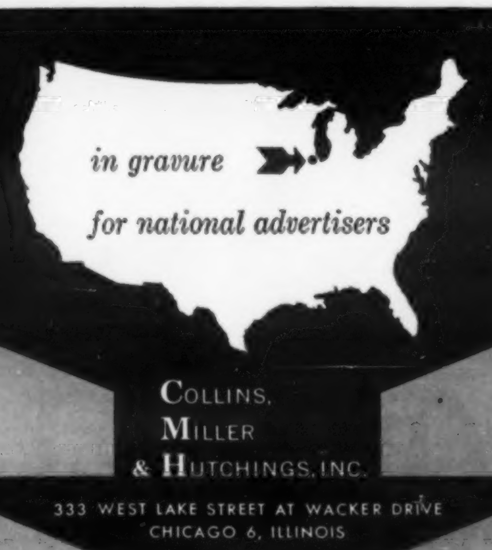
Born in Miamisburg, O., Mr. McCracken worked as a reporter on the *Detroit Free Press, Lansing State Journal, Royal Oak Tribune* and other Michigan newspapers. In the late 1930s he was publicity director and assistant advertising manager of the Peerless Motor Car Corp.

In 1941, Mr. McCracken became research director of the Michigan Liquor Control Commission. During this period he attended Yale University's school of alcoholic studies as a fellow. In 1943 he became director of social research of the Conference of Alcoholic Beverage Industries. When that organization was merged with Licensed Beverage Industries, he became a consultant for the latter.

Since 1948 he had been an account executive with Dudley-Anderson-Yutzy, public relations counselor. He was a member of the Overseas Press Club and the Public Relations Society of America.

Aprea to American Hardware

John Aprea, formerly of Central Paint & Varnish Co., National Mfg. Corp. and Ruberoid Co., all of New York, has been named to the merchandising and advertising staff of American Hardware Corp., New Britain, Conn.



Recognized Leaders

in gravure

for national advertisers

COLLINS, MILLER & HUTCHINGS, INC.
333 WEST LAKE STREET AT WACKER DRIVE
CHICAGO 6, ILLINOIS

America's Finest Photoengraving Plant for Letterpress and Gravure

Adland agog as contest rolls into high gear!

Bulletin! Sharp skirmishes reported as Ad Influentials battle to win the sleek, superb Stutz shown at right—1st Prize in The Saturday Evening Post Bonus Circulation Contest! More booty, too, for these ADventurers. Prizes of 50 sporty sports coats, 560 flamboyant straw boaters. If *you're* in an agency—or the ad or sales dept. of any national advertiser—and haven't received an entry blank, write: Bonus Contest, Box 22-E, The Reuben H. Donnelley Corporation, Mt. Vernon 10, N. Y.

a new look at BANANAS

ATTENTION, DOCTOR—*United Fruit Co. promotes bananas to doctors, citing low calorie content and "value in the correction of both diarrhea and constipation," in the Journal of the American Medical Assn. and other medical publications. William Douglas McAdams Inc. is the agency.*

Coming Conventions

*Indicates first listing in this column.

March 27. Associated Business Publications, annual eastern conference, Hotel Roosevelt, New York.

*April 2-3. Art Directors Club of New York, 3rd annual communications conference on creativity, Waldorf-Astoria Hotel.

April 6-11. National Federation of Advertising Agencies, annual convention, Del Monte Lodge, Pebble Beach, Cal.

April 14. Ohio Valley Industrial Advertising Conference, Cincinnati.

April 15-17. Point-of-Purchase Advertising Institute, Hotel Sheraton-Astor, New York.

April 17. University of Michigan, 5th annual advertising conference, sponsored by the departments of journalism and art and the school of business administration, in Ann Arbor.

April 18-19. Advertising Federation of America, 9th District, Advertising & Sales Club, Kansas City, Mo.

April 22-24. American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria, New York.

*April 24-25. Assn. of National Advertisers, 5th national workshop on advertising budget and cost control, Westchester Country Club, Rye, N. Y.

April 24-26. Advertising Federation of America, 4th District, The Floridian, Tampa.

April 24-26. American Assn. of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 24-27. American Women in Radio and Television, national convention, Fairmont Hotel, San Francisco.

April 25-26. Mutual Advertising Agency Network, Bismark Hotel, Chicago.

April 27-May 1. National Assn. of Broadcasters, Biltmore and Statler Hotels, Los Angeles.

April 30-May 2. Sales Promotion Executives Assn., first national convention, Hotel Roosevelt, New York.

May 1-3. Advertising Federation of America, 5th District convention, Mansfield, O.

May 4-7. National Newspaper Promotion Assn., national convention, Penn-Sheraton Hotel, Pittsburgh.

May 5-6. Magazine Publishers' Assn., spring meeting, The Greenbrier, White Sulphur Springs, W. Va.

May 5-7. Assn. of Canadian Advertisers, annual meeting, Royal York Hotel, Toronto.

May 8. Agricultural Press Assn. of Canada, Royal York Hotel, Toronto.

May 8-9. Public Utilities Advertising Assn., annual convention, Penn-Sheraton Hotel, Pittsburgh.

May 8-9. Business Newspapers Assn. of Canada and affiliated groups, annual meeting, Royal York Hotel, Toronto.

May 13-14. Chicago Tribune Forum on Distribution and Advertising, ninth annual, WGN Studio, Chicago.

May 15-16. International Advertising Assn., annual convention, Hotel Roosevelt, New York.

May 19-21. Sales promotion division of National Retail Merchants Assn. (formerly National Retail Dry Goods Assn.), annual convention, Palmer House, Chicago.

May 25-28. Associated Business Publications, spring conference, The Homestead, Hot Springs, Va.

May 25-29. National Business Publications, annual spring meeting, Grove Park Inn, Asheville, N. C.

May 26-30. American Management Assn., national packaging exposition, New York Coliseum.

June 3-6. National Industrial Advertisers Assn., annual convention, Chase-Park Plaza Hotel, St. Louis.

June 8-11. Advertising Federation of America, 54th annual convention, Hilton-Statler Hotel, Dallas.

June 9-11. Assn. of National Advertisers, spring meeting, Drake Hotel, Chicago.

June 15-18. Poster Advertising Assn. of Canada, Minaki Lodge, Minaki, Ont.

June 22-26. Advertising Assn. of the West, 55th annual convention, Vancouver, B. C.

June 24-26. American Marketing Assn., annual convention, Harvard School of Business Administration, Boston.

June 29-July 2. Newspaper Advertising Executives Assn., summer meeting, The Broadmoor, Colorado Springs, Colo.

Aug. 13-14. 3rd Annual Circulation Seminar for Business Publications, Edgewater Beach Hotel, Chicago.

Aug. 13-16. Affiliated Advertising Agencies Network, annual international meeting, Lord Baltimore Hotel, Baltimore.

Sept. 5-8. Mail Advertising Service Assn., 37th annual convention, Chase-Park Plaza, St. Louis.

Sept. 10-12. Direct Mail Advertising Assn., 41st annual convention, Chase-Park Plaza, St. Louis.

Sept. 14-16. 3rd Annual Newspaper R.O.P. Color Conference, Waldorf-Astoria Hotel, New York.

Sept. 22-23. National Business Publications, New York regional conference, Ambassador Hotel.

Oct. 5-9. Outdoor Advertising Assn. of America, Hotel Sherman, Chicago.

Oct. 20-21. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 20-21. Boston Conference on Distribution, Hotel Statler, Boston.

Oct. 22-24. Life Advertisers Assn., annual meeting, Queen Elizabeth Hotel, Montreal, Can.

Oct. 23-24. Audit Bureau of Circulations, 44th annual meeting, Drake Hotel, Chicago.

Nov. 3-4. National Business Publications, Chicago regional conference, Drake Hotel.

*Nov. 17-19. Southern Newspaper Publishers Assn., annual convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Katz to Represent WINS

WINS, New York, has named Katz Agency its national advertising representative. WINS formerly had no national representative, but was handled in the Chicago area by Burke-Stuart.

You, too, can get effective merchandising help in Muncie

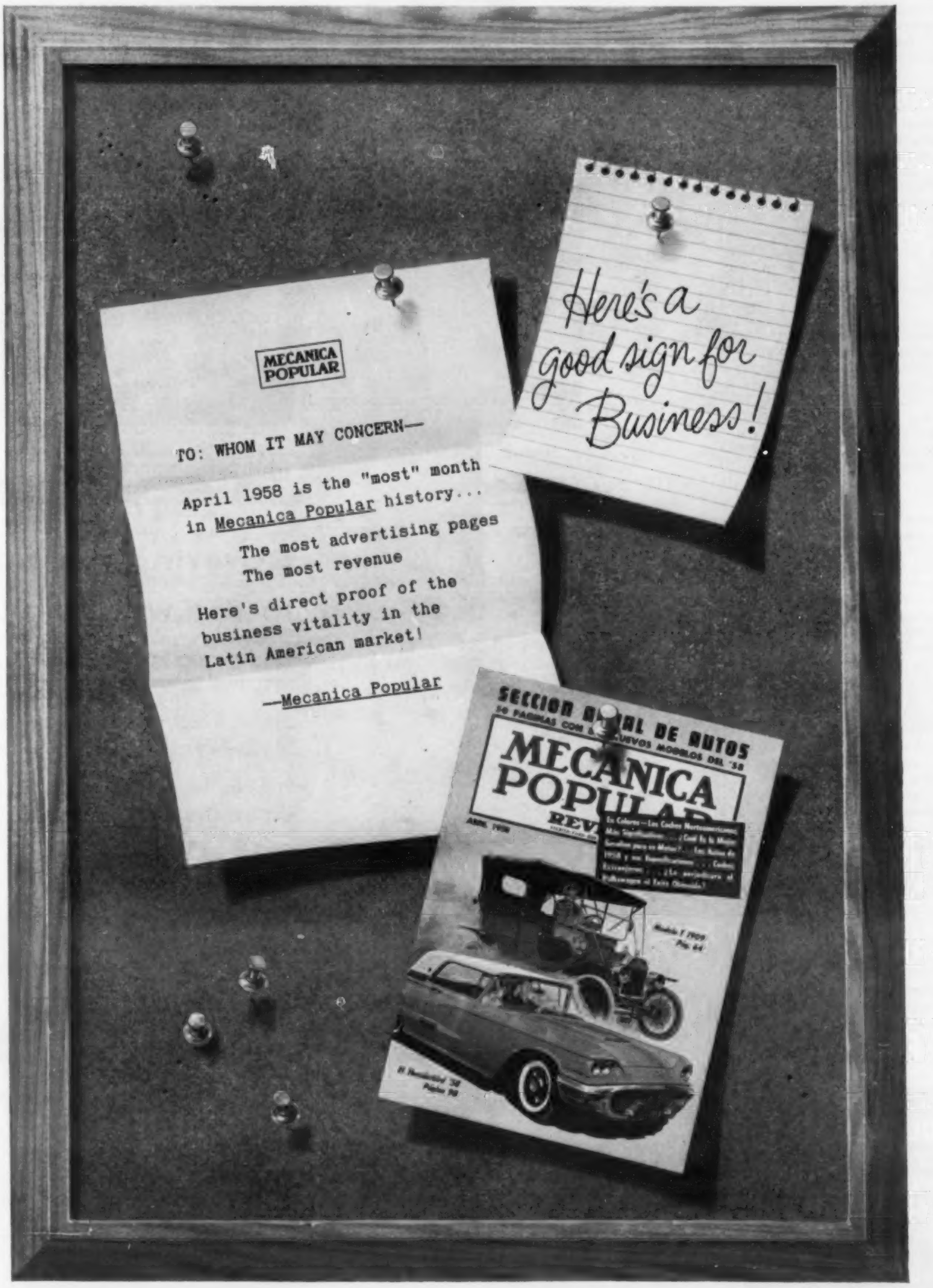
Mr. Jack Baker, Indiana representative for Colgate Palmolve Company, says "It is always a pleasure to call on the Muncie Star and Muncie Evening Press. I do not have to *ask* for any merchandising help—because it is *offered*. Our relations make for a better understanding between newspaper and advertiser."

Why don't you use these two great Eastern Indiana newspapers?

The MUNCIE STAR ★ MUNCIE EVENING PRESS

MUNCIE, INDIANA

National Representatives: Kelly-Smith Company



TO: WHOM IT MAY CONCERN—

April 1958 is the "most" month in Mecanica Popular history...

The most advertising pages
The most revenue

Here's direct proof of the business vitality in the Latin American market!

—Mecanica Popular

Information for Advertisers

"Milwaukee Looks Ahead" is the title of a "Facts & Forecasts" compilation for the Milwaukee metropolitan area. The report, sponsored by the business research division of the Milwaukee Assn. of Commerce, includes 1957 statistics and projections to 1960 and 1965 covering population, labor force, manufacturing, wholesale trade, retail trade, building and construction and family welfare. Transportation, utilities and communications are also surveyed. Copies of the 74-page brochure are available from Elam E. McElroy, manager, business research division, Milwaukee Assn. of Commerce, 611 N. Broadway, Milwaukee 2.

• The *Prairie Farmer, Wallaces' Farmer* and *Wisconsin Agriculturist* have issued "1958 Sales Expectations" for Iowa, Wisconsin and Illinois-Indiana. The folders are based on information from a poll of retailers in the states included. Copies are available from R. J. Pommrehn, director of research, 1912 Grand Ave., Des Moines 5, Ia. In addition, a folder on "1958 Buying Intentions, Illinois & Indiana Farm Families" is available from *Prairie Farmer's* research department, 1230 Washington Blvd., Chicago 7, and a folder on "1958 Buying Intentions, Nebraska Farm Families" is available from the research department, *Nebraska Farmer*, Lincoln, Neb.

• *Weekend* has issued a brochure which includes a circulation analysis for 1957, circulation and coverage by provinces, by urban areas and by centers of 25,000 to 50,000 population. The 60-page brochure is available from W. D. Taylor, director of advertising, 231 St. James St. W., Montreal.

• "This Is the Dairy Industry" is a 16-page booklet which gives reasons for the steady growth of the dairy industry. The booklet, sponsored by nine national milk, milk products and ice cream associations, was prepared by Olsen Publishing Co. Copies are available from Olsen, 1445 N. Fifth St., Milwaukee 12.

• *Nation's Business* has completed another in its series of research projects entitled "A Study of Corporate Personality." This survey, conducted among a sample of 500 readers, was designed to measure the public relations quotient of typical aircraft manufacturers. The survey asked subscribers to appraise aircraft companies in terms of investment recommendations and also which companies they would recommend to a young man seeking employment. Copies of the report are available from Herman C. Sturm, director of advertising, *Nation's Business*, 711 Third Ave., New York 17.

• *Iron Age* offers a series of marketing tools designed to help companies selling to the metalworking market meet the stiffer competition of today. The series, the magazine says, helps companies (1) to more clearly identify their markets by industries, (2) to evaluate the potential of these industries, (3) to pinpoint their major sales targets and areas and (4) to identify and pre-sell the major buying influences for their products. The tools include "Master List of Metalworking Plants in Metalworking," a list-coding service, "Basic Marketing Data on Metalworking," "How to Pinpoint your Marketing to Metalworking," "Basic Marketing Map of Metalworking," "Buying Influence Studies" and an 18-minute slide film "Evaluating Your Markets in Metalworking." For further details, write Oliver Johnson, research director, or Dick Gibson, promotion manager, *Iron Age*, Chestnut & 56th Sts., Philadelphia 39.

• A new film, "Marketing in Mexico," has been released. The film, produced by Prof. John Fayerweather, of Harvard business school, describes the character of the Mexican market and the selling and promotion methods used by companies operating in Mexico. The objective of the film is not limited to Mexico, however, but was designed to provide an illustration of problems in marketing in relatively undeveloped areas. Copies of the film are available for purchase or rental from the producer, Prof. Fayerweather, Baker Library, Room 112, Soldiers Field, Boston 63.

• The third in a series of market and media bulletins on Spanish-language radio and the Mexican-American market in the Southwest has been released. The "Mexican-American Memo" is published by

IS
PHIL-URBIA
ON YOUR
SCHEDULE?

For only 33¢ per line you can buy 67,000+ families in one of the nation's richest markets.

For data write
Philadelphia
Suburban Newspapers, Inc.
311 E. Lancaster Ave., Ardmore, Pa.

Dynamic/market coverage
by Conover-Mast...
INDUSTRIAL

Mill & Factory

Typical distributor salesman, Leo Dowd, of Chandler & Farquhar Co., Boston, Mass., talks over machine tool problem with B. K. Earle, Plant Superintendent, Brookfield Engineering Laboratories, Stoughton, Mass.

Covering the worthwhile people
in the worthwhile plants...
throughout industry

280,000 industrial plants in the United States – but only 10% – about 28,000–buy more than 75% of all the machinery, equipment, and supplies.

Problem: locate these worthwhile plants . . . and the men within them who have the authority to specify, to initiate requisitions, to buy.

AVIATION AGE

Aviation Age
Published monthly for technical management men who design, engineer and build — Aircraft — Missiles — Spacecraft.

Business/Commercial Aviation
Published monthly for the men who manage, operate and maintain business and commercial aircraft.

Construction Equipment

Construction Equipment
Published monthly for buyers of equipment and materials in the widespread construction market: contracting, government, industrial.

Mill & Factory

Mill & Factory
For production and maintenance engineering men — responsible for the methods, equipment and supplies used throughout industry. Published monthly.

the National Spanish Language Network. Copies are available without charge from National Time Sales, 370 Lexington Ave., New York 17.

• Buying habits of young Canadian housewives—those in the under-30 age group—are featured in a booklet from TCF of Canada Ltd., 1015 Beaver Hall Hill, Montreal 1. Called "Young Homemakers . . . Transparent Packaging . . . and You," the booklet is available without charge.

• "What Architects Want in Advertising" is a report of two panel discussions in Toronto and Montreal during 1957 in which architects talked with agency men and advertisers. The discussions were sponsored by *Canadian Architect*, 1450 Don Mills Rd., Don Mills, Ont., which issued the report.

• The *Kansas City Star* has released a study on "Kansas City Shopping Centers." The study pinpoints all regional, community and major neighborhood shopping centers, describes each and the area it serves, tabulates outlets and the location of major drug and grocery factors.

• American Exporter Publications, Johnston Export Publishing Co., 386 Fourth Ave., New York 16, has released its 1958 "Buyers Guide to U. S. Export Products." The guide includes a classified list of companies actively engaged in export, compiled from the advertising carried during the past year in the eight American Exporter publications. Copies are free to qualified organizations.

• Monographs on each of the 351 cities and towns and nine standard metropolitan areas of Massachusetts are now available, according to the Massachusetts department of commerce. The monographs cost 10¢ a copy and may be obtained from John T. Burke, commissioner of commerce, 334 Boylston St., Boston 16. Included in the monographs is information on population, employment, economic base, housing, income, transportation, etc.

• "Iowa's $3 Billion Market," a brochure which contains individual market data sheets and coverage maps for the 38 Iowa daily newspaper cities, has been published by the Iowa Daily Press Assn. For a copy, write Herbert O. Tschudy, executive director of the association, 508 Shops Bldg., Des Moines 9.

• Time International has released a new survey entitled "An International Study of Business & Government Customers for U. S. Construction Equipment." Conducted in cooperation with four leading U. S. manufacturers, the survey analyzes current and potential markets abroad for U. S. equipment. For a copy, write John Kay, Time International, 9 Rockefeller Plaza, New York 20.

• *Redbook* has released a 14-page special report on ownership, use and purchasing plans in the sewing machine market. The study is based on 5,006 replies to a subscriber-newsstand questionnaire. Write to Donald E. West, director of marketing research, *Redbook*, 230 Park Ave., New York 17, for a copy.

• Negro and Spanish population breakdown in 17 counties of metropolitan New York is available at no cost. Write Selvin Donneson, sales manager, WWRL, Woodside 77, New York City.

• "The Story of Nature's Yellow—Beta Carotene" has been published in booklet form by Hoffman-La Roche, Roche Park, Nutley 10, N. J. The company says about the booklet: "Now that beta carotene is finding wide acceptance in the food industry for the safe coloring and nutritional improvement of margarine, shortening, cake mixes, beverages, ice cream products, etc., the words 'beta carotene' confront the consumer on labels and in advertising. For the most part, these are new words to the consumer and even to many in educational work—hence our effort to provide an authoritative story . . ." The contents of the booklet may be

MILL & FACTORY tackled this tough one 30 years ago, and came up with a solution that made publishing history. Who would be best qualified to single out the worthwhile plants . . . identify the men within them who are worth sales time and effort? Subscription canvassers? Directory scanners? Certainly not. How about actual industrial sales engineers working at the local level? *Brother, if they didn't know, nobody would.*

So MILL & FACTORY selected the leading industrial distributors in key market areas and franchised them to build MILL & FACTORY's circulation through their salesmen out of their own store of local knowledge.

Today this circulation is built and kept up to date by over 1700 sales engineers working for the 160 leading industrial distributors in the United States who are franchised by MILL & FACTORY.

Call it Franchised-Paid circulation—or call it common sense. Conover-Mast believes in matching the publication and its circulation method to the market.

Results for advertisers? In MILL & FACTORY you reach over 50,000 men *known* to be directly responsible for production and maintenance engineering—men with the authority to specify, to initiate requisitions, to buy—because they are identified as such by the men who sell them. Your advertising stands side by side with down-to-earth editorial tailored specifically to the men serving this important industrial function—the men, regardless of title, your sales force must see to sell.

For complete information, contact MILL & FACTORY, 205 East 42nd Street, New York 17, New York.

Dynamic/market coverage . . .
building a magazine for the buyers in a market and focusing so sharply on their interests that nobody but buyers would read it . . .

Dynamic/market coverage . . .
discovering the best method of getting the magazine to the important buyers, and to nobody else . . .

Dynamic/market coverage . . .
forever checking with readers to make sure the magazine serves their needs, that they read it regularly . . .

Dynamic/market coverage . . .
perpetual dissatisfaction with every known publishing method and technique—including our own.

Take editorial, for instance

In publishing trade magazines you have to know how to *concentrate*. You examine an industry's information needs . . . discount what it gets from news media . . . then come through with facts and ideas it can't get anywhere else.

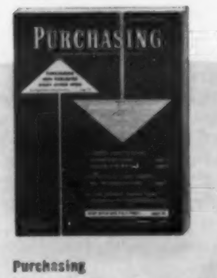
Editorially, Conover-Mast is famed for concentration on two key areas: *How to do a better job. What to buy for building greater profits.* Both finely tailored to the specific market served.

Readers *like* this dynamic editorial policy. It helps them where they need help the most. And to advertisers, it's a crucial part of dynamic market coverage—for sales messages get best readership in a climate of high-interest editorial.

DynamiC/Market coverage

Conover-Mast PUBLICATIONS

205 EAST 42nd STREET, NEW YORK 17, N. Y.



Purchasing
The methods and news magazine for industrial buyers—published bi-weekly—giving purchasing agents information on modern buying techniques, news, and significant market trends.

VOLUME FEEDING management

Volume Feeding Management
Published monthly for volume feeding specialists in restaurants, hotels, schools and colleges, clubs, hospitals, employee feeding facilities, etc.

Aviation Age

Aviation Age—Research and Development Technical Handbook
Published annually as technical reference and buying guide for engineers and other technical management men responsible for systems engineering of Aircraft—Missiles—Spacecraft.

Conover-Mast
PURCHASING DIRECTORY
PHEOLL

Conover-Mast Purchasing Directory
For purchasing and plant engineering executives who need quick, accurate and complete information on sources of industrial products. Total annual circulation is 27,000 copies.

1st

in Connecticut Automotive Sales!

Hi-spending New London leads all Connecticut cities with population of 25,000-or-over in automotive sales—averaging $1849 per family. (S. M. '57 Survey)

Watch your sales climb when you cover this isolated 61,547 ABC City Zone in The Day — New London's only daily newspaper.

The Day

NEW LONDON, CONNECTICUT
National Representatives:
GILMAN, NICOLL & RUTHMAN

at your service
SAFE DEPENDABLE
LONG DISTANCE MOVING
for your
DISPLAYS & EXHIBITS
- Courteous, dependable drivers
- Expert, careful handling
- "On time" deliveries
- Efficient Traffic Control System

over 500 Agents — all principal cities
In the West LYON
Wheaton Van Lines, Inc.
General Offices: Indianapolis, Ind.

reproduced without restriction. For copies, write Richard D. Zucker, vitamin division.

• Results of its eighth annual survey of beer and ale distribution and estimated sales in Philadelphia have been published by the *Philadelphia Inquirer*. Copies are available from newspaper representatives or Frank J. Keenan, in charge of beverage advertising of the newspaper.

• *Organic Gardening & Farming* has put out a booklet on "Who are our readers and where do they buy?" Along with information, the booklet tells where the magazine's readers bought their garden equipment and supplies in 1957. For a copy, write Robert E. Levine, advertising promotion manager of the publication, Emmaus 2, Pa.

• 104 surveys of readership of publications reaching the metalworking industry have been compiled by Charles Palm & Co., P. O. Box 76, Bloomfield, Conn. In the 12-page brochure, the average performance of 16 business publications has been tabulated for four periods starting with 1940 and running through 1957.

• A "Spot Television Cume-Rule"—a handy guide to spot tv's market penetration—is available from John A. Schneider, general manager, CBS Television Spot Sales, 485 Madison Ave., New York 22. The rule shows cumulative cost, coverage and national ratings for a variety of buys ranging from 15 to 75 markets—on one side of the Cume-Rule for three nighttime announcements per week, on the other, for 12 daytime announcements per week.

• "Facts about the Buying & Reading Habits of Candy Executives" has been released by *Candy Industry & Confectioners Journal*, 18 E. 49th St., New York 17. The 18-page brochure contains information on the candy market as well as data on what executives buy and read in the industry.

• A new research report by *Popular Mechanics*, 200 E. Ontario St., Chicago, gives "Lumber Yard & Building Material Dealer Data." Included is information on characteristics of retail lumber and building materials dealers, shopping hours at dealers, trends in the lumber and building material market and "Here is why *Popular Mechanics* readers are important in the building products market." For a copy of the folder, write Joseph R. Buell Jr., advertising director.

• "Facts about New Super Markets Opened in 1957" is the fifth annual study by Super Market Institute on the characteristics of new stores being opened by SMI members. Subjects covered in the report include sales volume, actual sales vs. estimates, store size, sales per square foot, extent of competition, families in trading area, building cost, etc. Single copies are available free to organizations concerned with efficient food distribution. For further information write Curt Kornblau, director of research, Super Market Institute, 500 N. Dearborn St., Chicago 10.

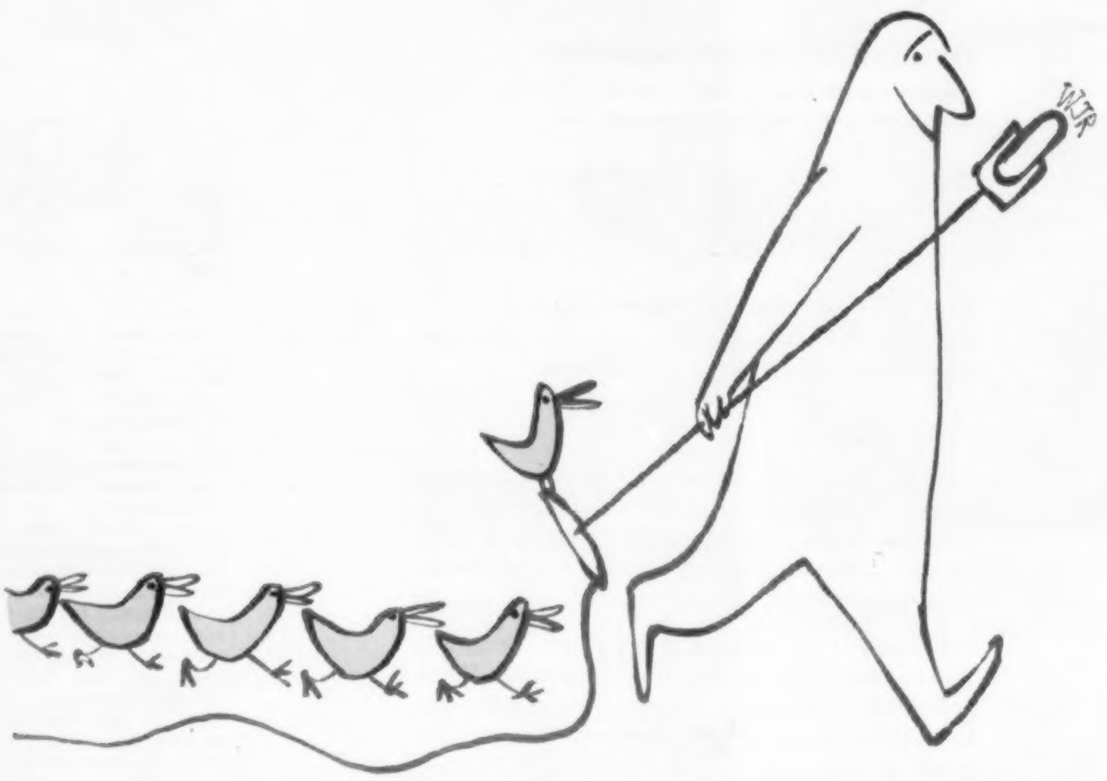
• Fortune Films, a department of *Fortune*, has five films available free for previewing or one-time use or for sale at $200 to $300. The films are "The Salesman," "The Bright Promise of the American Farm Market," "Industry's Decisive Decade," "Opportunities Unlimited" and "The Changing American Market." For additional information, write Robert C. Hattersley, managing director, Fortune Films, 9 Rockefeller Plaza, New York 20.

• Reports available from *Playboy* include "Sweater Sales to College Men," "Neckwear Sales to College Men" and "A Supplement to the 52nd Consumer Magazine Report," which gives Daniel Starch & Staff research results on the magazine. For further information, write Victor Lownes III, *Playboy*, 232 E. Ohio St., Chicago 11.

• A survey by Eugene Gilbert & Co. for the Petersen Publishing Co. covering the 13-29 male age group is available from A. M. Benedict, advertising director of the publisher, 5959 Hollywood Blvd., Hollywood, Cal. The 150-page report gives findings concerning ownership, purchase and influence in the buying of 54 products under the classifications of automotive, sports and other equipment, foods and toiletries, apparel and accessories.

Donahue & Coe Opens in L.A.

Donahue & Coe, New York, is opening a Los Angeles office at 3245 Wilshire Blvd. Richard C. Moses, formerly with Erwin Wasey, Ruthrauff & Ryan, Los Angeles, will head the operation as exec vp. The new office will start with a staff of 35. Donahue & Coe services three motion picture companies, Metro-Goldwyn-Mayer, Columbia Pictures and Allied Artists.



A more loyal farm following is hard to find

Today, there's a sound hereabouts that's as familiar to farmers as the rooster's crow . . . and even more dependable. It's the voice of WJR and it attracts farmers of the Great Lakes area with a regularity that rivals the seasons.

Farmers follow WJR faithfully and in great numbers because what they hear helps them. "The Voice of Agriculture" and "Farm Roundup" are the backbone of our farm program schedule. And on Sunday mornings there are "Weekly Farm Review" and "Farm Forum."

Often, WJR goes right to the point of interest and broadcasts via the WJR mobile studio. From farms, fairs and conventions—and each week from Michigan State University—come information, interviews and news as only WJR can present them. In broadcasts like these and in our regular farm shows, coverage is so complete and essential to farming that more farm folks prefer WJR for farm programs than all the other radio stations in WJR's signal area. That's a fact, according to Alfred Politz Research, Inc., but only one of many that prove the degree of WJR's dominance in this, the fifth richest market in the U.S.

Want *all* the facts? Have your ad manager contact his nearest Henry I. Christal representative.

WJR Detroit
CBS 50,000 Watts
RADIO PROGRAMS WITH ADULT APPEAL

More farm folks prefer WJR for farm programs than all the other radio stations in WJR's signal area.

Graham does it!
See page 104

Fairfax M. Cone—Chairman of the Executive Committee, Foote, Cone & Belding, Minneapolis-Honeywell's advertising agency, says:

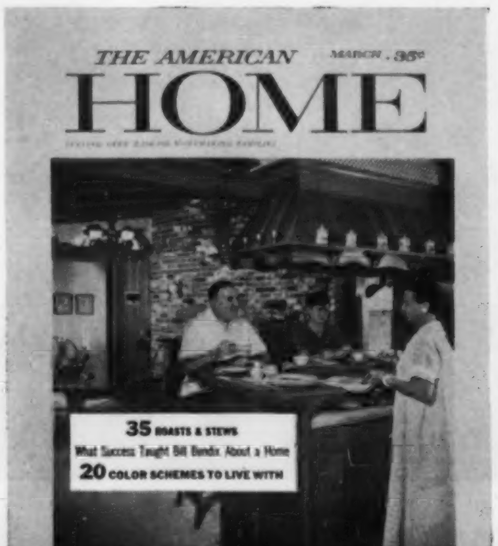
"In all of my years in the advertising business this is the most tremendous dealer response to a promotion I have ever seen. When over 10,000 heating dealers agreed to make free heating-system checks, I was both amazed and delighted."

Karsh, Ottawa

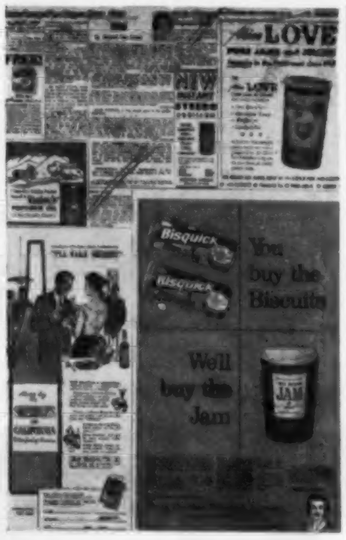
AVALANCHE

10,600 HEATING DEALERS TIE IN WITH MINNEAPOLIS-HONEYWELL AD IN THE AMERICAN HOME

Dean Randall, Advertising Manager, and Arthur Dietrich, Sales Promotion Manager, of Minneapolis-Honeywell, duck with delight under the barrage of dealer reply cards . . . heating dealers requesting to be listed in Honeywell's "Warm Hearted House" Promotion appearing in the March issue of The American HOME Magazine.


THE AMERICAN
MARCH · 35¢
HOME
35 ROASTS & STEWS
What Success Taught Bill Bendix About a Home
20 COLOR SCHEMES TO LIVE WITH

The American HOME is proud to be the magazine chosen to bring Honeywell's "Warm Hearted House" message to more than 3,200,000 homes (over 10,250,000 readers) . . . and we are equally happy with the tremendous dealer participation.



COINCIDENCE?—*Somehow it happened that an ad for Love's jam surmounted this "We'll buy the jam" offer by General Mills for its Bisquick. The ads appeared in the Portland Oregonian. Knox Reeves Advertising, Minneapolis, is the Bisquick agency.*

Haffenreffer Lager Makes Initial Splash in Boston Market

BOSTON, March 11—Haffenreffer & Co. last week began an introductory ad splash here for its new brew, Haffenreffer Lager beer.

The company plans to use 40 tv spots a week plus page and half-page newspaper ads for a full year. It will take up sponsorship of "Movie of the Month" on WBZ-TV beginning March 12. Saturation radio is also part of the program and summer month promotion will feature spectaculars and outdoor posters.

As part of the debut push Haffenreffer is using new labels, new packaging, even new beer truck sides and new uniforms for the drivers.

■ "After more than a year of research and consumer tests, we have brewed a beer to satisfy the requirements of today's beer drinkers," said Theodore C. Haffenreffer Jr., company president, in announcing the new beer.

"Thousands of people told us what they wanted, and now we have it in what we call 'The Bright New Idea in Beer'—lightness and taste together, for the first time in an American beer."

John C. Dowd Inc. is the agency. #

Rep Opens 7th Office

McDonald-Thompson, publishers' representative, has opened its seventh office in Portland, Ore. Frank J. Ostrow, recently with Everett Mitchell Advertising, Portland, is manager of the new office.

Carroll Joins Cole, Fischer

George T. Carroll, formerly marketing and research director of Bresnick Co., Boston, has joined Cole, Fisher, Rogow, New York, as vp for marketing and sales development.

FREE

CASE HISTORIES OF
SUCCESSFUL USAGE OF
NEGRO RADIO IN
NEW YORK

Station WWRL
Woodside 77,
New York City

Get Out of Offices, Into Markets, Klatt Tells Media Buyers

CHICAGO, March 11—More media buyers should get out of their offices and into the field, John Klatt, executive manager of Standard Rate & Data Service Inc., told a meeting of the Dotted Line Club last week.

"I know of many media buyers who never leave their ivory towers but still think they know all there is to know about media," he said. "The good media buyers are the ones who visit markets personally and work closely with their clients in the planning and execution of a marketing campaign."

Mr. Klatt urged space salesmen to invite media buyers to visit their markets and show them who their publications are reaching. #

Ekco Publishes Catalog

Ekco Products Co., Chicago, has published its 70th anniversary housewares catalog. The 186-page catalog contains illustrations and descriptions of Ekco's more than 5,000 products and 16 plants. It is being mailed to Ekco dealers and stockholders.

'Co-ed' Boosts Rates, Base

Co-ed, published by Scholastic Magazines, New York, will increase its circulation base 50,000—to 300,000, effective with the September, 1958, issue. Rate for a b&w page will be jumped $200—to $1,425. Four-color will be $1,700, a boost of $225.

Gerber Appoints Smith

Talbert C. Smith, personnel manager for the Oakland, Cal., plant of Gerber Baby Foods, Fremont, Mich., has been appointed assistant to Stephen S. Nisbet, vp and director of public relations.

'Electric Light' Changes Format

Effective July 1, the two formats of *Electric Light & Power* will be combined and the magazine will be published twice a month. The magazine now publishes a regular issue and an industry report issue, each coming out once a month. Haywood Publishing Co., Chicago, is the publisher.

D-F-S Appoints Two

Dancer-Fitzgerald-Sample, New York, has appointed O. Clinton Carpenter a copy supervisor and Greene Fenley III a copywriter. Mr. Carpenter formerly was with Kudner Agency.

Architects and Engineers are planning a

Are you giving them every reason to specify your products?

Again in 1958, according to F. W. Dodge Corporation estimates, contracts for new school construction will reach a new high in *physical volume* (216 million sq. ft.). *Dollar volume* will approach $3.0 billion.

Equally important—the outlook beyond 1958 warrants a strong long-range program to win preference for your products among architects and engineers who year in and year out plan over 99% of all U. S. schools.

After a decade of unprecedented school construction, classroom shortages in public elementary and secondary schools remain acute and are variously estimated from 140,000 to 300,000.

Moreover, between now and 1965 a 20 per cent expansion of public school plant is needed to accommodate some seven million additional students. And the problem is compounded by population shifts.

Beyond that, new educational methods and programs, served by better building products and better-planned buildings, are rendering obsolete large numbers of older schools.

Architects and engineers are multiplying school markets by demonstrating that well-designed schools are not only *places* for learning but efficient and economical *instruments* for learning. They are raising America's school building sights from educational capacity to educational capability.

To inform architects and engineers of changing educational needs and the finest achievements in school design,

West Bridgewater Elementary School,
West Bridgewater, Mass.
Architects: The Architects Collaborative
Photographer: Louis Reens

Ziv Television Programs Expands Sales Department

Ziv Television Programs, New York, has expanded its sales organization with the addition of 12 new account executives and the appointment of two men in the syndication department.

In the syndication department, John Davidson, Ziv account executive, has been promoted to eastern division spot sales manager, headquartering in Atlanta. He replaces Don Brogdon, who becomes spot sales manager of the central division, with offices in Dallas. The new salesmen are Richard Stark, formerly with ABC-TV; Leon Taylor, formerly with WALB, Albany; Harry Littler, previously with WLW-A (tv), Atlanta; Pat O'Brian, from United Artists; Michael Eisler, who previously ran his own agency in Lawton, Okla.; Robert Neece, formerly of KWK, St. Louis; Lloyd Coney, previously with KSL-TV, Salt Lake City; Jack Ellison, formerly with KVAN, Vancouver, Wash.; William Guy, previously with KBTV, Sacramento; Ed Germaine, formerly in sales in Montana, Idaho and Wyoming; Robert Burrows from WAVE-TV, Louisville, and William R. Riker, previously with NBC, New York.

Bradley Heads Dailies PR

John S. Bradley, formerly advertising consultant for the *Observer-Dispatch* and *Press*, Utica, N. Y., Gannett papers, has been named to the new post of public relations manager of both newspapers. The public relations department of the newspapers is headed by Cyrus H. Favor, who becomes public relations director.

Metcalf Gets Alumiline

George T. Metcalf Co., Providence, R. I., has been named to handle advertising and marketing for Alumiline Corp., supplier of aluminum products and finishes.

Len Woolf Adds Three

Len Woolf Co., Los Angeles, has added three accounts: Cooper Motors, national distributor of AJS and Matchless motorcycles; Crocker Mfg. Co., maker of valves for aircraft and missiles, and Styline Products, manufacturer of reinforced plastic room dividers.

Family Finance to Emery

Family Finance Corp., Wilmington, Del., has named Emery Advertising Corp., Baltimore, to handle advertising for it and its subsidiaries. The company operates 260 branch offices in 32 states.

Pacific Travel Group Approves $140,000 Ad Plan

SAN FRANCISCO, March 11—A $140,000 consumer advertising program, to be directed by the San Francisco office of the Campbell-Ewald Co., has been approved by delegates to the annual conference of the Pacific Area Travel Assn., held at Santa Barbara.

The campaign, according to George Turner, PATA executive director, will depend on approval of fund allocations by foreign governments involved, as well as contributions from Pacific travel carriers and associate members of the 6-year-old travel organization.

The Santa Barbara conference, first ever held in this country, was attended by 320 delegates representing travel groups in some 20 countries which support the PATA, which has international headquarters in San Francisco.

▪ The delegates approved a resolution to adopt the $140,000 ad budget after hearing a presentation by Douglas Jenkins, Campbell-Ewald account executive. A similar presentation, seeking a $400,000 budget, was made by the agency in Japan several months ago.

The lowered budget, according to Mr. Turner, who would be responsible for the advertising campaign, is to be raised by asking carriers for $70,200, active government members for $65,500 and associate members for $5,000. #

Schaller Adds Two Accounts

Connor Engineering Corp., Danbury, Conn., maker of air diffusers and air purification equipment, has appointed William Schaller Co., West Hartford, to handle its advertising and sales promotion. Erwin Wasey, Ruthrauff & Ryan formerly handled the account. Schaller also has been named to handle advertising for Andersen Laboratories, West Hartford, maker of ultrasonic delay lines used in radar, automatic computation and nuclear activities.

McGraw-Hill Reports Net Up

McGraw-Hill Publishing Co., New York, reports net earnings for 1957 of $8,057,814. This compares with $7,870,756 in 1956. The company's complete annual report will be released the end of March.

record volume of school construction

Architectural Record in the last five years has published 41 per cent more pages on schools than any other magazine.

This is one reason why in a recent study conducted by a prominent advertising agency* architects and engineers—by a margin of better than 2 to 1—voted Architectural Record the magazine supplying them with "the most helpful information on school design."

Architectural Record will deliver your advertising message to architects and engineers *verifiably* responsible for planning over 94% of all U. S. school construction. Why not start with the May issue featuring a major Building Types study of SCHOOLS!

**Name—and results of study—on request.*

Five Exclusive Values for Building Product Advertisers in Architectural Record.

- *Verifiable* coverage of 88% of *all* architect-planned building, nonresidential and residential, small and large.
- Largest architect—and engineer—circulation.
- Lowest cost per page per 1,000 architects and engineers.
- Architect and engineer preference, revealed in 111 out of 117 studies *SPONSORED BY BUILDING PRODUCT MANUFACTURERS AND ADVERTISING AGENCIES.*
- Advertising leadership—by a margin of 82% more advertising pages than the second magazine in the field (2 months, 1958).

Architectural Record

an F. W. DODGE CORPORATION publication

119 West 40th Street, New York 18, N. Y., OXford 5-3000

NOTE: *A well-rounded sales program for most products in the new school market must include the* school administrator, *focal point for the formulation of educational programs and school building needs.*

Architects and engineers specify; *school administrators* approve *and* buy.

A combination of Architectural Record *and* The Nation's Schools *will give you top coverage of architects, engineers* and *school administrators at the lowest cost.* Ask us for details.

NEW
NEVER BEFORE OFFERED

Personalized
LETTERS

AS LOW AS 7½¢ EACH*

YOU GET ALL THIS:

- Letterhead One Color on 25% Rag Bond
- Salutation Fully Personalized
- Letter With Typewriter Impression
- Signature in Blue Ink
- Letter Folded and Inserted
- You Get Printed Envelope
- Your Postage Applied

WRITE FOR PARTICULARS
GIVING YOUR REQUIREMENTS

*Price on Five Mailings of 25,000 Each.
Two Mailings of 2,000 Each as Low as 13½¢.

Personalized
LETTERS
INCORPORATED
404 E. Capitol Ave., Little Rock, Arkansas
Telephone FRanklin 6-2451

"Growth Signs of the Times"

Circulation Growth More than 10,000 in a single year!
ABC - March 31, 1958

The Times . . . FIRST in Advertising Linage Gains among all newspapers in the nation in 1957!

The Times' new plant with all new presses and the latest color equipment will be ready for operation about January 1, 1959

ST. PETERSBURG
an amazing story of
GROWTH

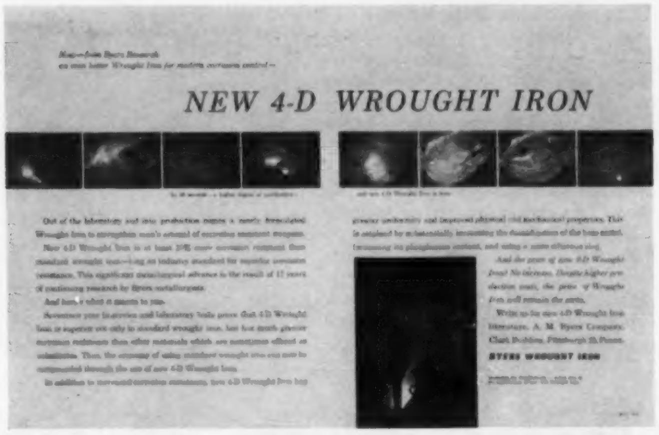
Seven new shopping centers in a single year . . . new schools . . . new churches . . . 1000 new homes every three months!

SPECTACULAR GROWTH IN ONE YEAR			
	1956	1957	Gain
Population, Pinellas County	257,400	268,600	11,200
Retail Sales	$378,364,000	$453,768,000	$75,404,000
Food Sales	$71,440,000	$91,762,000	$20,322,000
Auto Sales	$64,598,000	$84,711,000	$20,113,000

St. Petersburg Times
FLORIDA'S BEST NEWSPAPER

Only paper covering this GROWTH MARKET

Represented Nationally by
THE BRANHAM COMPANY
Chicago • Atlanta • Memphis
• Miami • Los Angeles • St. Louis
• Charlotte • San Francisco
• Detroit • Dallas • New York



NEW 4-D WROUGHT IRON

BYERS WROUGHT IRON

FIRST—*A. M. Byers Co., Pittsburgh, is using four-color spreads for the first time in its history to promote its new 4-D wrought iron. The ad, directed to architects and builders via trade publications, explains the new wrought iron is 25% more corrosion resistant than conventional wrought iron, though sold at the same price. Ketchum, MacLeod & Grove, Pittsburgh, is the agency.*

Earnings of Advertisers

1957 Fiscal Year

	Sales		Earnings		Earnings per share	
Company	1957	1956	1957	1956	1957	1956
American Brake Shoe Co.	$186,851,369	$186,142,261	$9,124,438	$8,963,359	$5.67	$5.57
Borden Co.	931,220,662	876,987,184	23,996,321	23,602,746	5.14	5.01
Butler Bros.	139,472,428	124,457,938	2,742,109	2,467,232	2.74	2.47
Colgate-Palmolive[a]	506,910,000	508,523,000	19,930,000	15,477,000	7.81	6.04
Consolidated Finance Corp.	27,312,775	22,585,435	2,972,748	2,583,798	.90	.80
Container Corp. of America	256,115,744	276,008,765	14,589,692	18,230,919	1.36	1.71
Crucible Steel	235,938,306	263,922,898	6,543,594	12,767,625	1.73	3.51
Dayton Power & Light Co.	78,138,000	73,527,000	10,315,000	10,959,000	3.15	3.81
Dr. Pepper Co.	856,279	1,592,682	470,207[b]	795,222	.70	1.19
Eastman Kodak Co.	798,283,443	761,689,559	98,108,305	94,162,004	5.09	4.88
General Motors	10,989,813,178	10,796,442,575	843,592,435[c]	847,396,102	2.99	3.02
Hunt Foods & Industries	118,017,318	109,810,147[d]	4,513,884	4,244,614[d]	1.74	1.61[d]
Jewel Tea Co.	414,465,815	385,553,469	6,960,812	6,339,943	4.61	4.22
Kroger Co.	1,674,123,593	1,492,552,233	20,635,207	17,071,250	5.10	4.22
Michigan Chemical Corp.	9,570,782	6,640,796	752,814	356,402	1.09	.66
Miles Laboratories	48,957,000	42,436,000	3,503,000	2,467,000	2.90	2.04
Minnesota Mining & Mfg. Co.	307,106,838	330,807,692	39,446,558	38,437,684	2.34	2.30
Monsanto Chemical Co.[e]	708,004,936	649,237,539	48,877,895	45,554,199	2.20	2.13
National Tea Co.	681,131,958	617,635,555	8,053,752	7,007,800	3.76	3.30
Nekoosa-Edwards Paper Co.	38,198,555	38,408,057	3,000,715	3,726,439	1.77	2.20
J. C. Penney Co.	1,312,278,408	1,291,867,267	49,410,892	46,780,722	6.00	5.68
Philco Corp.	372,629,000	356,568,000	4,363,000	567,000	1.00[f]	.05[f]
Scott Paper Co.	275,006,366	270,311,337	21,560,126	22,355,721	2.68	2.78
Western Electric Co.	2,480,614,000	2,372,725,739	84,608,000	75,054,000	3.60	3.60
Worthington Corp.	191,527,439	170,243,483	9,922,336	9,258,519	6.32	6.11

[a] Preliminary report of worldwide operation. [b] Includes $29,500 from sales of bottling plant assets. [c] Includes $19,801,413 from restoration to income of unawarded balance in reserve for bonus at the end of 1956. [d] For 11 months ending Nov. 30, 1956. [e] Includes domestic and foreign subsidiaries plus that portion of the sales of associated companies represented by Monsanto's 50% ownership. [f] Include subsidiaries. [g] Earnings for both years computed on the basis of 3,984,787 shares outstanding as of Dec. 31, 1957.

COLOR RADIO
sells the new carriage trade

KFWB

7 CHANNEL 98 1

The new Carriage Trade wheels the market basket, and decides most expenditures. Whether she's on wheels in mobile Los Angeles or at home, she is tuned to KFWB COLOR RADIO, for her seven friendly deejays. Proof of performance: over 50% of all time sold—consistently—is super-market goods. Add motion to promotion on KFWB.

NATIONAL REPRESENTATIVES: JOHN BLAIR & CO.
President and General Manager: Robert M. Purcell

OPINION and REVIEW

Nixon Minus Signs

Vice President's Dislike by Democrats Is Called Legacy of Earlier Years

By STEWART ALSOP

Washington—"If Dick Nixon ever becomes President," one knowledgeable Democrat remarked, "he'd have the shortest honeymoon on record. I'd give him about two weeks; then it would be the night of the long knives."

Mr. Nixon

. . . on every newsstand . . .

Since the President's stroke, the face of the Vice President, peering out in multiple form from every newsstand, has become more familiar than the face of Santa Claus, even at this season. And acres of print, almost every square inch laudatory in tone, have been devoted to the Vice President's qualifications for the presidency.

There is no doubt at all there are many impressive pluses in the Nixon ledger. One major plus, Nixon's changed attitude towards his function as a politician, was recently noted by this writer. There are plenty of others, including the Vice President's vitality, energy, and really remarkable mental equipment.

But there are minus signs in the

noted ar
dent's de
supposed
nation. t
On t
versation
cable Re

The M

Sup
the Vice
he was r
burdened
trol Con
To c
don Joh
most ev
Hou
harshest
—and th

Dewey

Mor
somethin
ing is ha
close to
I've got—
The
marvelou
cost him
has the s
Nixo
fective fo
to the ki
fection—
at a loss
altar.
His
led his cl
It robs hi
asset to
President
earnestly

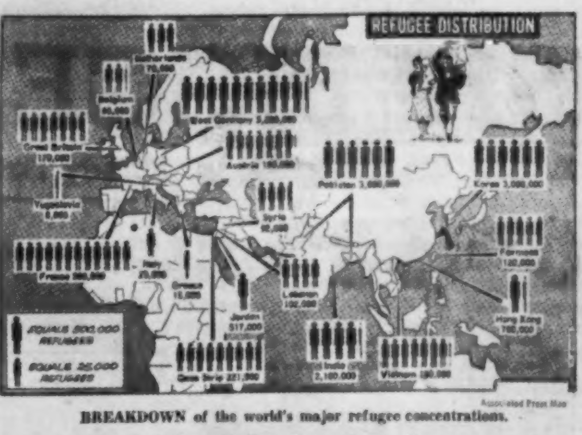
A Polit

Fina
animal i
than a do
ful Presi
days the
"politicia
in a non-
Nixo
backs, fo
M. Nixon
Perh
capacity
lent Nixo
mittee, h
Nixon on
Perh
seems ce
tion, and
a Presid

The vit
is not th
Christmas
until the January 1 bills.

The life span of an apple tree approximates that of man. The average life of a fruitful tree is

Operating that annual Miss Universe Contest is going to be a formidable undertaking when the area of competition takes in the moon, Mars, etc.



Associated Press Map

BREAKDOWN of the world's major refugee concentrations.

The Flood Tide of Refugees

Harnessing the H-Bomb for Peace

Nutting Says Britons Have Made Fantastic Discovery

Anthony Nutting is former British Minister of State for Foreign Affairs. He also has served on the United Nation's Disarmament Committee and has headed numerous British delegations to the UN.

By ANTHONY NUTTING

A few days ago at Cape Canaveral, Fla., occurred one of history's best publicized failures.

A few weeks ago at Harwell, England, occurred one of history's best concealed triumphs.

The best publicized failure needs no further emphasis from me. I will only say that far more deplorable than the failure was the publicity that attended it. (No doubt the Soviets had their rockets and satellites that fizzled but they wisely saw to it that the world learned only of their successes.)

'Controlled Reaction'

What is of far greater concern is the concealment of the triumph at Harwell. In the last few weeks British nuclear sci-

Anthony Nutting

'. . . I have been reliably informed'

which would help the Soviet in the struggle for scientific supremacy. Obviously, nothing should be said, for the time being, about how this fantastic discovery has been made.

she did not think it would be sporting to boast about it.

Some people have suggested darkly to me that the real reason for American reluctance to have this momentous news released is politics. They point to the loss of prestige which the Administration would suffer if they had to admit that Britain, as well as Russia, was ahead of America in scientific development. If this were the true explanation, it would be a major scandal.

I prefer to believe that this attitude stems from a slavish and misguided application of security. But, whatever may be the reason, it shows a deplorable misconception in Washington of the true meaning of Western partnership and the real nature of the Soviet threat.

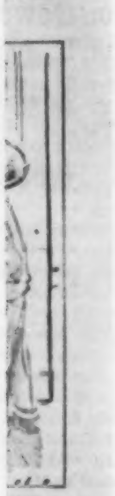
Uncommitted Peoples

The menace of the Sputniks lies in the message which they carry into the uncommitted world that Russia produces better quality goods than the West, that Moscow is the place to go and order that new ma-

that this
of Rus-
they
to show
in science,
succeed-
it releas-
been the
has
to the

meaning of
the first
fantastic
to hide it
momentary
the nega-
our ou-

Tribune



r my
d."

oys

small fry.
re of the
now
the com-
igure out

people
id. "But
lomancers
we don't

to back, is
American
boots are
heels
ing into
the ground when throwing a
steer, said Cohn.

"Sure, cowboys still use the boots, but how many cowboys are there? Certainly, not enough to buy all we make," he said.

Leading Wearers

Texas and California each use 12 per cent of Acme's distribution, to rank as the nation's leading boot-using states. Oklahoma and Ohio are next with four per cent. Then comes New York, with three per cent. Cohn said 60 per cent of his boots are sold west of the Mississippi River, 40 per cent east of it.

The company also makes Wellington boots—a soft leather, flat-heel number that's about six inches high, at most—and is getting more calls for the new majorette boot. But the cowboy boot is the mainstay.

Jessel Cohn, now 88, is officially retired but he still helps out when a decision has to be made.

"His best decision," said his son Marvin, "was to get into the boot business. From then on, it was simple."

FAIRNESS IS A REASON WHY

in Philadelphia nearly everybody reads The Bulletin

To present both sides of important questions . . . to print news fairly, accurately, and let the reader think and judge for himself . . . to exhibit at all times the good manners of a welcome guest in the home.

These are some of the things that help to explain why The Evening and Sunday Bulletin lives so intimately with the families of Greater Philadelphia—year after year.

To those with good products and services to sell, The Bulletin offers an unusual advertising opportunity . . . to have your sales messages carefully considered—*at home*—in the newspaper Philadelphians *read, respect* and *respond* to.

The Bulletin goes home . . . delivers more copies to Greater Philadelphia families every seven days than any other newspaper.

Advertising Offices: Philadelphia · New York · Chicago
Representatives: Sawyer Ferguson Walker Company, Detroit · Atlanta · Los Angeles · San Francisco · Seattle
Florida Resorts: The Leonard Company, Miami Beach.

The Bulletin publishes the largest amount of R.O.P. color advertising in Philadelphia—Evening and Sunday!

er's burdens, and so fulfil the law of Christ."—Galatians 6; 12.

about social justice I always want to find out how much they pay their housekeepers."

NEAL O'HARA

To Some, NATO Seems Like a 'One-Hoss Shay'—With U. S. Pulling Entire Load

BY HOLMES ALEXANDER

Stephenville, Newfoundland—NATO begins here—or is supposed to.

Here on this lonely Canadian coast is an American air base with 7,000 American airmen and their families. The men are attached to refueling or air defense squadrons and there is air control and warning equipment everywhere.

Alexander

There are Americans standing at attention for four-and-a-half minutes while the canned music sounds "Repeat" and plays three national anthems—our own, Canada's and "God Save the Queen."

NATO begins here—or does it?

The Other Navies?

By NATO we mean an alliance of 15 nations, but I have been on three oceans since last spring and I am still looking for some military effort other than our own.

In April, in the Mediterranean we had the mighty Forrestal and the Sixth Fleet, and it was supposed to be a NATO command. I would ask the U. S. Navy officers — what about these other navies in NATO?

It turned out that the British could no longer afford the big sums to keep a fleet in readiness. That is why Britain never got rolling for the push-over war against Nasser in the autumn of 1956.

An 'American Show'

The French? Well, they had a few bottoms, but—we all know what the French are like. The Italians? The Greeks? The Turks? Well, they had a few ships and small craft that might be helpful in submarine warfare, but — the "Med" is an American show.

In November, in the Pacific, I asked—where are the Canadians? They are needed to patrol the long lines of attack which Russian aircraft and missiles would take. There were plenty of ships carrying Canadian wheat to Vladivostok—but where were Canadian ships, men and planes? The admirals to whom I put this question hemmed and hawed and said that Canada's theater of operations was the Atlantic.

In the Atlantic

So now, in December, on Canadian territory in the North Atlantic, I ask again—where's NATO? What about some visible evidence that the USA has something besides paper alliances?

One Air Force officer said he understood that the Royal Canadian Air Force (RCAF) operated inland and farther North. Several others remembered seeing an RCAF flyer in the Officers' Club a few nights ago; they were so sure because it was so unusual. And then, of course, there were the CF-100s.

Yes, there was one genuine example of Canadian co-operation. Some months ago the U. S. Air Force made a major transition in fighter aircraft. We substituted new F-102s for the Korean War period F-87s. This meant that the crews had to take transition training back home.

During this period, with the Canadian coast stripped of American protection, the RCAF rotated three squadrons of CF-100s through the Harmon Air Base on the Newfoundland coast.

It can't be said that the RCAF planes were an equal substitute. The CF-100 is a slow, two-engine, rocket-shooting jet which is hardly a modern fighter at all. Like the Italian and Greek surface vessels, it might be useful in submarine warfare.

But the North Atlantic, like the Mediterranean and Pacific, looks to me like an American show.

Self-Criticism Only?

It will be said, I know, that we should not criticise our allies. The ones in Europe have seen a hard time, while the Canadians have been good neighbors for many years. It's all right for the British and French to complain that our contributions are niggardly and to call us isolationists because we have 44 international alliances and only five American divisions in West Europe. And it's all right for the Canadians to gripe about our trade competition.

But we must not make any criticism, unless it's self-criticism. We must be careful or those allies might quit us and NATO might fall apart.

This lack of all-around criticism, some are contending, is a reason why NATO comes so close to being a one-hoss shay.

Canada's Position

Canada is not a war-torn land. Her finances are in far better shape than our own. Her factories, while not as extensive as ours, are capable of much more military manufacture than is forthcoming. Her economy, now in a period of expansion, has a greater future than ours.

The defense of the North American continent, the Pacific, Atlantic and the Arctic approaches, should be Canada's equal responsibility.

Paper responsibility, of course, does exist. The deputy commander to General Earle E. Partridge, of the Continental Defense Command, is a Canadian.

If the Russians attacked today and somebody hit the "button," the Canadians would fight and die as valiantly as they did in both World Wars.

But the point is, that if we can make NATO a formidable deterrent, we may not have to fight and die. And NATO will never become a major deterrent if the USA wears itself out by doing so much of the very expensive guard duty.

So, I hope that our American leaders will not approach this NATO meeting at Paris with hats in hand. To me, the other 14 nations are the ones with some explaining and apologizing to do.

ville, Tenn., he showed what was left of the boots to his two sons, Marvin and Sidney. They figured it would be a fine idea to scrap their children's shoes operation and go into the boot business, on a mass production scale.

Four Factories

Since that day in the '30s, Acme has become the nation's largest maker of cowboy boots, with four Tennessee plants—at Ashland City, Clarksville, Springfield and Cookeville — employing a total of 1,400 people.

The prices of the 11,500 pairs of Acme boots turned out each day run considerably lower than the $65 Jessel Cohn shelled out for his pair. But one pair they made cost $3,500. This pair, ordered by Gene Autry, was made of leather from a grand champion steer that sold for $44,375. The leather was trimmed in gold.

One of the main factors in making 1957 Acme's best year is the emphasis on Western shows on television. Small fry peering at TV screens see their heroes wearing boots and, of course, they want boots to

Henry Lanier, 84, Publisher, Adman, Son of Poet, Dies

New York, March 11—Henry W. Lanier, 84, former advertising manager of Charles Scribner's Sons, and founder and publisher of the former *Golden Book*, died yesterday at Lenox Hill Hospital after a short illness.

Born in Milledgeville, Ga., he was a son of Sidney Lanier, poet and musician. After serving as a civil engineer in the West Indies, the younger Mr. Lanier joined the art department of *Scribner's Magazine* in 1894. In 1896-'97 he was advertising manager of Scribner's book department, and later he headed the advertising department of Doubleday & McClure Co. and Doubleday, Page & Co. He was secretary of the latter from 1900 to 1912. *Golden Book*, founded by Mr. Lanier, was published from 1925 to 1932.

He was the author of numerous magazine articles and wrote a history of Greenwich Village and a book offering a new theory on the death of Crown Prince Rudolf, son of the Emperor Franz Josef of Austria.

Mr. Lanier's radio serial, "The Bravest of the Brave," won the $1,000 first prize in the National Broadcasting Co.'s children's program contest in 1937.

PAUL L. SWISHER

White Plains, N.Y., March 11—Paul L. Swisher, 59, vp and director of sales and advertising of Reichhold Chemicals Inc., manufacturer of industrial chemicals and color pigments, died March 9 at Phelps Memorial Hospital, North Tarrytown, N. Y., following a heart attack.

Born in Marion, Ind., he attended the University of Notre Dame, South Bend Business College, and the advertising school of the Cleveland Advertising Club.

After several years in the printing business, he became advertising and assistant sales manager of the O'Brien Varnish Co., of South Bend, in 1919. He joined Reichhold Chemicals in 1934 as advertising and sales manager. He was elected vp four years later and became a member of the board in 1949.

FRANK M. KNIGHT

Akron, March 11—Frank McLain Knight, 30, youngest son of John S. Knight, editor and publisher of Knight Newspapers, died March 9 in Akron General Hospital following a brain operation.

The younger Mr. Knight, on the staff of the national advertising department of the *Akron Beacon Journal*, was found in a coma at his home Saturday and rushed to the hospital. Earlier in the week he had been ill, seemingly of influenza.

He was graduated in 1951 from the University of Miami. He joined the *Beacon Journal* in 1953, after having worked in the advertising department of the *Pontiac Press*, Pontiac, Mich.

Last August, Mr. Knight was named a director of Knight Newspapers, which publishes, in addition to the *Beacon Journal*, the *Miami Herald*, *Detroit Free Press*, *Chicago Daily News* and the *Charlotte Observer*. He was also president of the Portage Newspaper Supply Co. of Akron.

He is survived by his brother Landon, an assistant editor of *Life*, as well as by his father.

LUTHER C. LAU

Beaumont, Texas, March 11—Luther C. Lau Sr., 69, retired advertising manager of the *Beaumont Enterprise*, died here March 7. He had been in the newspaper business throughout his career and had served as advertising manager of several southwestern newspapers, including the *Nashville Tennessean*, the old *Fort Worth Record*, the *Fort Worth Press*, the *Arkansas Democrat* and the *Shreveport Times*.

J. EDWARD SINGLETON

Glens Falls, N. Y., March 11—J. Edward Singleton, 81, president and treasurer of the Glens Falls Post Co., publisher of the *Post-Star* and the *Times*, died March 8 at Phoenix, Ariz., while on a vacation trip. Mr. Singleton, who had a law office here, was also president of the Glens Falls Portland Cement Co., and past president of Glens Falls National Bank & Trust Co. and the Imperial Color Co.

'Star' Goes International

The *Johannesburg Star* in South Africa has begun publication of a daily airmail edition. It will be available to American subscribers at $120 a year. The *Star* claims the largest daily circulation on the African continent and says this will be the first airmail edition of a newspaper to offer daily color printing of ads. Further information is available from the newspaper's U.S. representative, S. S. Koppe & Co., New York.

'Democrat-News' Builds

The *Democrat-News*, Marshall, Mo., whose building was destroyed by fire last Dec. 12, has begun construction of a new brick and concrete structure on the site of the old building.

Ayer Names Esau

John W. Esau, tv-radio copy chief at N. W. Ayer & Son, Philadelphia, has been named vp and associate managing director of the agency's copy department.

***Hubert* does it!**

See page 104

How to open new markets!

1. RESEARCH THE SALES POTENTIAL
The first step in any sales program is *get the facts* . . . who'll buy, how much, how often, at what price? Businesspapers know their markets, can provide many of the answers. *For example, ask* PROGRESSIVE ARCHITECTURE *about sales opportunities in the big ($29 billion this year) fast-growing architectural market. You'll get the facts—and plenty of sales know-how—to help you with your planning.*

2. PICK YOUR PROSPECTS, AND POUND THEM
Often the best way to make a small budget do a big job is to cut a broad market into segments . . . and sell them one at a time. This is a job for the selective coverage of businesspapers. *For example, in the chemical process industries there are these special-purpose publications:* AGRICULTURAL & FOOD CHEMISTRY, ANALYTICAL CHEMISTRY, INDUSTRIAL & ENGINEERING CHEMISTRY, CHEMICAL & ENGINEERING NEWS.

5. SELL YOUR NAME—AND YOUR PRODUCT
Cracking a new market often calls for building your reputation—as well as selling your product. In businesspapers you can take enough space (multiple pages, even several campaigns at a time) to do both. *In* AUTOMATIC CONTROL, *for example, for $12,000 you can buy 24 pages—and sell* ALL *of the men responsible for the purchase of control products . . . technical management as well as the engineers.*

FOUR GREAT MARKETS REINHOLD CAN HELP YOU OPEN...

The chemical process industries — 24 allied industries which employ chemical processes as their basic manufacturing operation—will spend $45 billion for chemicals and raw materials in 1957 and $7 billion for new plants and equipment. This is one of the most dynamic of all industry groups and one of the fastest growing sectors of the national economy.

'Post' Writer Finds Admen 7.4% Tenser Than Other Execs

NEW YORK, March 11—All tensed up? Well, try this prescription:

"Change your perspective. When molehills become mountains, ask yourself how important the irritating situation will be tomorrow. Build up your self-confidence and make the most of what you don't have.

"Be tolerant. When someone rubs you the wrong way, ask yourself what wrong he has really done you. What reason have you to criticize him? Isn't it usually jealousy?

"Finally, the old reliable admonition, be moderate. When you become impatient and impetuous, stop and think. Who loses most by the constant rushing and restlessness? Why, you do, of course. So calm down. Take a walk around the block."

This antidote for tension is offered by Dr. Harry J. Johnson in the lead article in the March 15 *Saturday Evening Post*. Dr. Johnson is president of the Life Extension Foundation, which has just completed a survey of tension in the business world.

- Some 6,000 business executives were polled, and advertising lived up to its reputation as "ulcer gulch." Excessive tension was reported by 13.6% of the whole group. Advertising, however, had the highest proportion—21%.

Dr. Johnson believes some executives like to emphasize the tension under which they work. "They are proud of it," he writes. "They wear it like a gray flannel suit. Nevertheless, I have occasionally persuaded such persons to take a 20-minute walk at noon instead of two martinis, and to get eight hours of sleep at night. The result has been less tension—and no loss in production." #

Moore Retires from Meeker

Louis J. F. Moore has retired as a vp and director of the radio division of Meeker Co., New York. Associated with the radio and tv representative since its formation in 1946, Mr. Moore previously was manager of Radio Advertising Co. His duties at Meeker will be combined with those of Edward Fillion, vp and director of tv.

THE DAY YOU DECIDED TO "WAKE UP AND READ"...

A FINE DAY—*This page in the March 15 New York Herald Tribune is the second of three ads Macmillan Co. is running in cooperation with National Library Week. J. M. Hickerson Inc., New York, is the agency.*

Canada Dry Corp. Sets Biggest Spring Drive Next Month

Canada Dry Corp., New York, will break the biggest spring and summer advertising campaign in its history April 14, featuring the flavors of its carbonated beverages. The schedule, to run through September, calls for use of five magazines—*Ladies' Home Journal, Life, Look, Reader's Digest, Time*—250 newspapers, tv spots in 50 markets, radio spots in 200 markets and outdoor advertising in 100 markets, plus extensive point of sale material.

J. M. Mathes Inc. is the agency.

Dixie Products to D'Arcy

Dixie Products Inc., Cleveland, Tenn., maker of gas and electric ranges, built-in ovens and counter units, has named D'Arcy Advertising Co., Atlanta, to handle its advertising, effective July 1. Dixie's former agency is J. Howard Allison & Co., Atlanta, which last month consolidated with Burke Dowling Adams Inc. and changed its name to the Adams-Allison division of Burke Dowling Adams.

Polk Push Boosts Sales 40%

Polk Bros., Chicago appliance dealer, has reported a 40% increase in sales of high fidelity sets for the period Dec. 26 to Feb. 15 during its all-out merchandising activity (AA, Dec. 16). Media used included outdoor, tv, radio and newspapers plus direct mail.

ADVERTISEMENT

JOINS MacLAREN

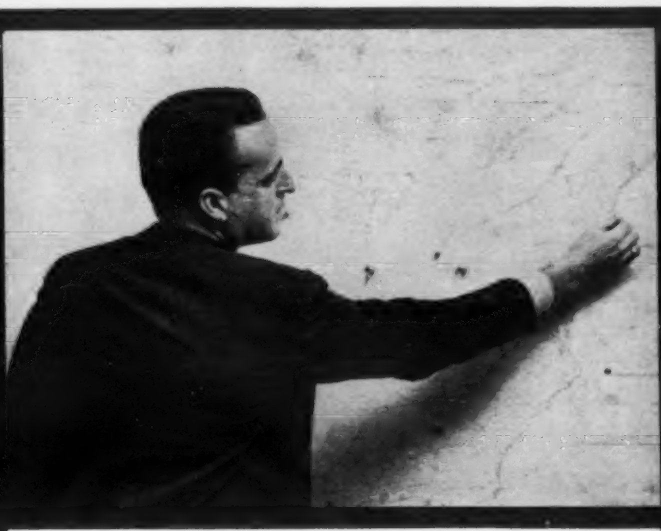
MARTIN B. RICE

who has joined the Toronto office of MacLaren Advertising Co. Limited to become Manager of the Sales Promotion Department on the General Motors of Canada account. Mr. Rice has been in the advertising agency business in New York and Detroit since 1925. He was with Campbell-Ewald for 10 years and for the past 22 years was with Kudner Agency Inc. —latterly as a vice-president and account executive.

Five ways businesspaper advertising can help:

3. SAMPLE THE PRODUCT

Technical men will dream up more uses for your product than you believe possible . . . if you give them the facts and a chance to try. This is a sampling job you can do at low cost through businesspapers and prefiled catalogs. *For example,* CHEMICAL MATERIALS CATALOG *will deliver 20,000 copies of your 16-page catalog for $4,160 to men whose primary job is development, research and production.*



4. START WITH END-RESULT—SALES

Today's total marketing calls for setting sales goals first—market by market—then scheduling production. Businesspapers' sharp selectivity helps you concentrate on specialized markets. *With* MATERIALS IN DESIGN ENGINEERING, *for example, you can concentrate on 31,000 key men who select materials, forms and finishes for use in product design and manufacture in the Original Equipment Market and hardgoods fields.*

Architecturally-designed construction—expected to account for more than $29 billion this year, and growing. This includes the $3.5 billion education market, a $3 billion slice of the commercial building market, and all of the $775 million hospital and institutional market.

Engineering materials for product design and manufacture—a market as basic as U. S. industry itself. Cuts across industry . . . from automotive products to xylophones . . . wherever plants use metals, nonmetallics, forms and finishes to produce original equipment and hardgoods. Expanding rapidly with the dramatic development of new product design.

Automatic control industry—the fastest growing market in the world of today and tomorrow—will buy $7 billion of control products in '57. Includes: military and industrial applications of control systems components, instrumentation, test equipment, data reduction equipment.

REINHOLD

PUBLISHING CORPORATION

Publishers of: Progressive Architecture, Materials In Design Engineering, Automatic Control, Chemical Engineering Catalog, Chemical Materials Catalog.

Advertising management for publications of the American Chemical Society: Chemical & Engineering News, Industrial & Engineering Chemistry, Analytical Chemistry, Journal of Agricultural and Food Chemistry.

The Reinhold Book Division: One of this country's largest publishers of technical, scientific, professional and educational books for use on chemistry, chemical engineering, materials engineering, metallurgy and metalworking, physics, nuclear science, automatic control, architecture, interiors, design and fine and commercial art. Official publishers of the ACS monographs and world's leading publishers of chemistry and architectural books.

430 Park Avenue, New York 22, N. Y.

West German Government Plans Radio-TV Network: May Accept National Advertising

BONN, March 11—German newspaper owners seem to be losing their battle to keep advertising off radio and television in the West German republic. The government announced last week it is planning a federal radio and television network which might get some of its revenue from advertising.

At present there are eight television stations and a like number of radio stations operating in the republic. The television stations are controlled by the radio stations, which are publicly owned but supervised by local boards selected by various professions and the main political parties.

These regional stations are financed through license fees paid monthly by listeners or viewers, but a number of them also obtain some revenue from advertising.

Last year the newspaper owners, fearing the loss of advertising revenue, began a protracted legal battle to keep advertising off the air waves. A test case was brought against Bavarian Radio, charging it was a monopoly and enjoying unfair advantages over other advertising media.

■ In its lawsuit the Federal German Newspaper Proprietors Assn. claimed 250,000 DM for "nominal damages." This case was thrown out by the Bavarian land law court in Munich and the newspaper owners began a campaign to seek parliamentary legislation to bar the radio and television stations from selling advertising time. This campaign has so far been fruitless.

For instead of introducing legislation outlawing radio and television advertising, the government made it clear it hopes to extend it.

Interior Minister Gerhard Schroeder told the Bundestag that the Adenauer government was at present working on plans to set up federal stations to introduce competition and break the monopoly of the regional station. And he hinted that some revenue might come from allowing advertisers to buy time on the projected federal network.

Herr Schroeder said such an organization would probably be modeled on the British Broadcasting Corp., a national radio and television service which is a public corporation indirectly responsible to the government.

■ A German federal radio and television service of this sort, said Herr Schroeder, would also provide the government with a medium for putting across its foreign policy and win it better presentation in the country itself.

This suggestion came under fire from the Socialist opposition, which charged that the government was going to allow commercial stations which could be misused as political instruments by powerful economic interests. Government spokesmen dismissed this criticism by saying that adequate safeguards would be provided.

The Socialists called for the retention of the present regional system, which stems from the occupation by the Allies, and the addition of a second television channel.

The matter was passed to parliamentary committees for study.

■ Commercial television began in Germany in November, 1956, when Bavarian radio started transmitting advertising spots before and after a daily 20-minute program between 7:30 and 8 p.m. Six minutes were set aside for commercials—three minutes at either end of the program.

Now there are more than 1,000,000 television sets in use in West Germany and Berlin, and the number is increasing by about 30,000 new sets a month.

The number of viewing hours varies from station to station, but most go on the air around 4 p.m. with an hour of programs directed at housewives and children. Then they go off the air until 6 p.m. when they transmit regional programs for an hour. At 7 p.m. the eight regional stations link up to produce one national program, which draws an average audience of 5,000,000. Advertising on those stations which carry it is confined to the regional programs. There is no national television advertising so far.

■ If the government succeeds in its current plans to establish a national federal network which draws some revenue from advertising, then national television advertising may become an accepted part of the German advertising scene. And if that happens, no doubt the presently linked-up regional stations might consider the advisability of putting on commercials during their evening nationwide programs. #

Real-Kill Increases Radio Budget 60% in New Drive

Real-Kill Co., Kansas City, Mo., insecticide manufacturer, has increased its 1958 radio advertising budget 60% over last year to introduce spray Real-Kill and Real-Kill House & Garden, an all purpose bug killer for both house and garden. Saturation radio schedules for 39 weeks have been purchased on more than 400 stations.

Extensive newspaper advertising in all major markets also will be used. Allmayer, Fox & Reshkin, Kansas City, Mo., is the agency.

'Agricultural Leaders' Sold to American Agricultural

American Agricultural Service, Columbia, Mo., has purchased *Agricultural Leaders' Digest* from C. L. Mast Jr., Chicago. Editorial, circulation and advertising management will move to Columbia. Bill Howard, secretary-treasurer of American Agricultural Service, will be advertising manager of the publication.

The company also publishes *Vo-Ag Teachers Directory & Handbook*, and *Breeder's Gazette*.

Hershey Heads Dayton PR

J. D. Hershey has been promoted to director of public relations for Dayton Rubber Co., Dayton, O., succeeding Ray L. Wetzel, who retired March 1. Mr. Hershey was director of sales promotion and advertising.

SLIDES

Single units or complete visual package programs—from story boards through to presentation—for sales meetings, sales training, industrial shows, etc.

FEATURING NEW TECHNIQUES IN SLIDE ANIMATION

Call Barney Bloom at Visuals Unlimited
247 W. 46th St., Suite 500, New York, N.Y.
JUdson 6-6500 • JUdson 6-6300

TULSA, one of America's BLUE RIBBON Markets!

Phillips 66 . . . Another "NAME" that Nails Down Prosperity in MAGIC EMPIRE

Tulsa is second only to Los Angeles in per capita car ownership! Typical of

THE MAGIC EMPIRE . . .

. . . a TWO BILLION DOLLAR MARKET!

. . . just 50 miles from Tulsa in Bartlesville is the beautiful office building of Phillips Petroleum Co., one of the nations' largest companies!

In Bartlesville, World-Tribune coverage is 38%. No other "state-wide" paper has more than 9% coverage. The company, the coverage, the high income, responsive readers, are typical of the "Magic Empire."

To do an effective advertising job in Oklahoma . . . you need the World-Tribune.

FOR MORE BUSINESS . . . USE —

THE OIL CAPITAL NEWSPAPERS

TULSA WORLD
TULSA TRIBUNE

MORNING • EVENING • SUNDAY

Represented Nationally by The Branham Co., Offices in Principal U.S.A. Cities

impact

From 1957 to 1960 the Chemical Process Industries plan to spend $19 billion for capital goods . . . an estimated $195.5 billion for raw materials, fuels and energy. Today this field produces 22.3% of all manufacturing's output.

McGraw-Hill Publications

. . . serve the Chemical Process Industries with:

Chemical Engineering
Chemical Week

plus . . .

Appliance-Radio-TV
Electrical Merchandising

Atomic Energy
Nucleonics

Aviation
Aviation Week

Coal Mining
Coal Age

Construction
Construction Methods & Equipment
Engineering News-Record

Distribution-Industrial
Industrial Distribution

Electrical Construction and Maintenance
Electrical Construction & Maintenance

Electrical Goods
Electrical Wholesaling

Electrical Utilities
Electrical World
Power
Electrical West

Electronics
Electronics

Food
Food Engineering

Instruments and Controls
Control Engineering

Management
Business Week

Manufacturing Plant Operation
Factory Management & Maintenance

Metal Mining
Engineering and Mining Journal

Metalworking
American Machinist

Petroleum
Petroleum Week
National Petroleum News

Power
Power
Electrical World
Electrical West

Product Design
Product Engineering

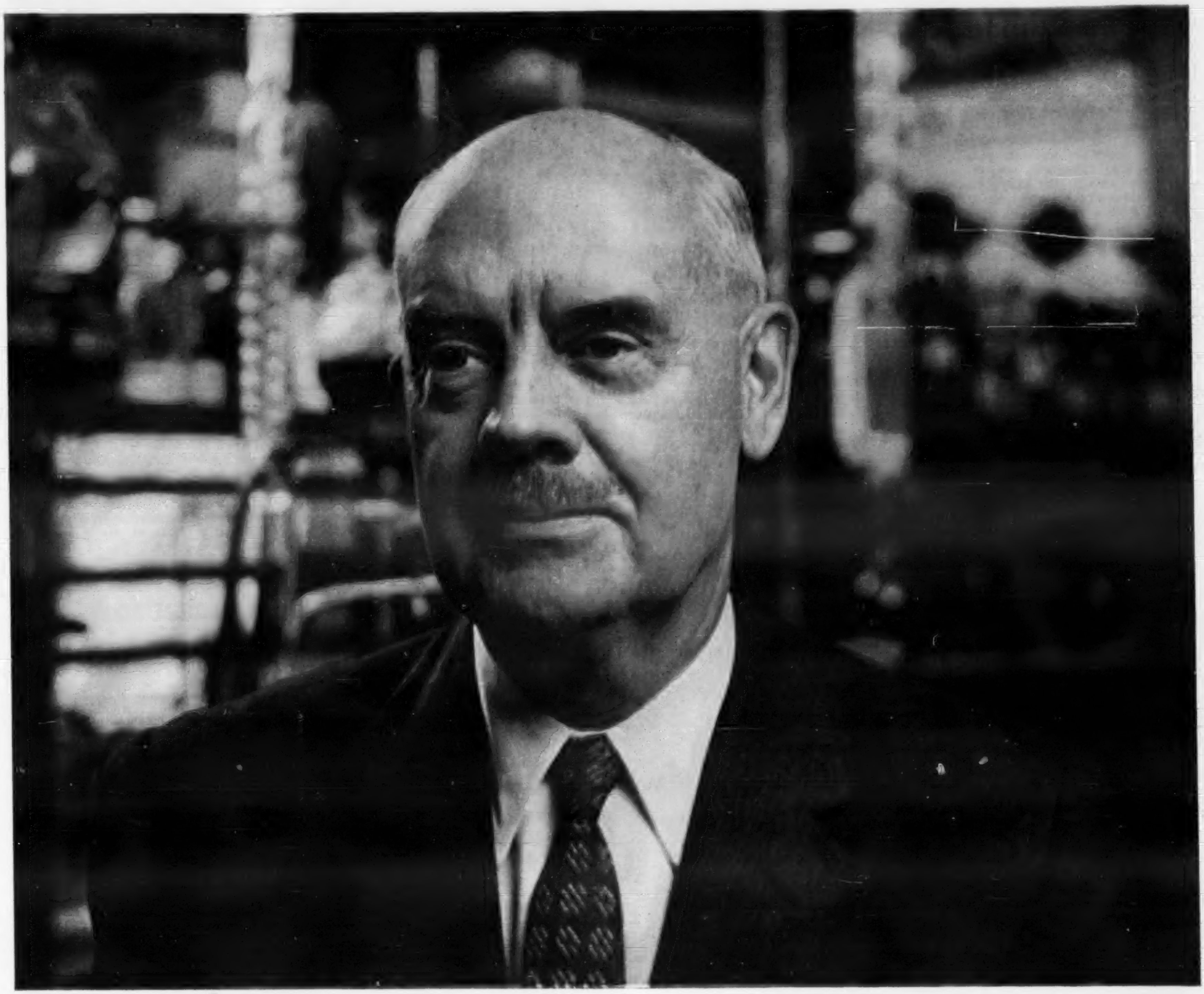
Purchasing—Industrial and Business
Purchasing Week

Textiles
Textile World

Trucks and Buses
Fleet Owner

Office Training
Business Education World
Today's Secretary

Overseas Publications
Management Digest (Latin America and Overseas Editions)
The American Automobile
El Automovil Americano
Ingenieria Internacional Industria
Ingenieria Internacional Construccion
(Buyers' Guides, Directories, Handbooks for many fields of industry)



impact

"Impact accurately describes the effect of the chemical industry's dynamic growth on the industrial economy. The industry is continually developing new products through research, and expanding its productive and service facilities. Advertising these advances in leading business publications is most important to the industry's progress."

Glen B. Miller, President, Allied Chemical & Dye Corp.

IMPACT—Through consistent advertising of your products and services to the men-who-buy, you keep your company's growth in step with your industry's trend. In today's leading growth industries, more than one million key businessmen subscribe to McGraw-Hill magazines. You will find that the most effective way to influence their buying decisions is to *concentrate your advertising* in those McGraw-Hill magazines which serve your major markets.

McGraw-Hill Publications

McGraw-Hill Publishing Company, Incorporated • 330 West 42nd Street, New York 36, N.Y.

Liquor Industry Big User of Gimmicks, Seidel Says

The liquor industry spends about $10,000,000 annually on premiums, K. H. Seidel, vp of Schenley Distillers Co., told the Premium Merchandising Club of New York. Despite numerous federal and state regulations that restrict the liquor industry's use of premiums in many ways, he said, "Distillers, brewers and vintners each year distribute tens of millions of gimmicks, gadgets and gizmos to promote their products.

"Some premiums have utilitarian value; some stimulate new business; others are reminders, to encourage repeat orders. But all serve to build good will among distributor salesmen, retailers, and consumers."

Glazer Heads Rogel Office

George Glazer, formerly with Robinson, Adleman & Montgomery, Philadelphia agency, has been named head of the new Philadelphia office of Max Rogel Inc., public relations counsel.

WHERE'S THE DOUGH?—*31 Long Island banks this month are using this Food Pac to lure new depositors. Food makers find one chief advantage in this form of sampling, Guest Pac Corp., assembler of the pack, reports. Samples go to those with proven ability to buy—bank account holders.*

Wanted: Current, Up-to-Date Market Data for AA Readers

For admen, it's a gold mine. No where else can you find the multitude of useful market data issued by advertising media, trade associations and other sources throughout the country listed all in one place—in the annual Market Data section of ADVERTISING AGE, which will be published for the 11th consecutive year in the May 5 issue.

The data will be described briefly, and classified by type of market or geographic area, thus providing a comprehensive index of all available market data in all fields.

More than 1,500 separate pieces of market data were listed in the section last year, and readers of ADVERTISING AGE sent in requests for 62,000 individual pieces.

Advertising media, associations, trade groups and others are urged to submit their market studies and compilations for inclusion in this master list. There is no charge for such listings, but the material must measure up to the following standards:

1. It must be current. Nothing published prior to June, 1957, will be accepted.
2. It must contain *market facts*. Booklets or brochures which contain media data only will not be listed.
3. It must be available for distribution to advertisers and agencies, preferably without charge. If there is a charge, or other conditions are attached to its distribution, this should be clearly stated.
4. It must be received before April 10, 1958.

Market data material scheduled for publication before Sept. 1, 1958, will be listed in a "not yet published" tabulation, provided that a 50-word description of each such item reaches ADVERTISING AGE before April 10. The description must include probable date of publication and any conditions attached to distribution.

Actual copies of all other material to be listed should be addressed to the Feature Editor, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, with any necessary explanatory notes.

Top Brand Names Foundation Awards to Abraham & Strauss, Publix Supers

Presentations Set for April 16; Retailers in 25 Categories Honored

NEW YORK, March 11—Abraham & Strauss, Brooklyn department store, has been chosen Brand Name Retailer-of-the-Year in the annual competition sponsored by the Brand Names Foundation.

The designation is in the department stores—Class I category, the highest of 25 retailing categories in which awards are made. The food stores—Class I honor went to Publix Super Markets, Lakeland, Fla. Certificates of distinction also were awarded in each category. All told, there were 134 awards.

Five cities tied for the largest number of award-winning stores: Philadelphia; Bridgeport; Eugene, Ore.; Flint, Mich., and Ithaca, N. Y.

Winners were chosen from among nearly 600 finalists by a panel of judges composed of top winners in the previous year's competition. Decisions were made primarily on the basis of the companies' 1957 brand advertising and promotional campaigns, as well as their education of customers and sales personnel about the basic policy of featuring manufacturers' advertised brands.

Individual awards will be presented at a dinner in the Waldorf-Astoria April 16, climaxing Brand Names Week. The winning presentations will be on display at the hotel April 14-16.

■ Besides the two named above, the top winners in each category are as follows:

Alcoholic Beverage Store—Ruth Beil Liquor Shop, West Hempstead, N. Y.

Appliance Store—Stucky Bros., Fort Wayne, Ind.

Automobile Dealer—Sanders Chevrolet Co., Watertown, S. D.

Building Materials Dealer—Barker-Lubin Co., Springfield, Ill.

Children's Store—Jack 'n' Jill Shop, Champaign, Ill.

Department Store, Class II—Rothschild Bros., Ithaca, N. Y.

Drug Store, Class I—Drug Fair Drug Stores, Arlington, Va.

Drug Store, Class II—Riley Drug Store, Donna, Tex.

Farm Equipment Dealer—Elmer E. Plasterer, Lebanon, Pa.

Food Store—Class II—Dixie Super Market, Maryville, Tenn.

Food Store, Class III—Minnimax Stores, Houston.

Furniture Store—South East Furniture Co., Salt Lake City.

Gasoline Service Station—Parma Sohio Service Station, Parma, O.

Hardware Store—Al Forgit Hardware, Newport Beach, Cal.

Jewelry Store—Fink's Jewelers, Roanoke, Va.

Men's Wear Store, Class I—Shulman & Co., Norfolk, Va.

Men's Wear Store, Class II—Hill's Inc., Santa Ana, Cal.

Music Store—Fox Music House, Charleston, S. C.

Office Equipment & Stationery—Zac Smith Stationery Co., Birmingham, Ala.

Photographic Store—Jay James Camera Shop, Bridgeport, Conn.

Shoe Store—Wade Bros., Jamestown, N. Y.

Specialty Store—Watkins Fashions & Fabrics, Sterling, Colo.

Sporting Goods Store—M&H Sporting Goods Co., Philadelphia. #

Stapleford Joins 'Inquirer'; Larson Succeeds at 'TV Guide'

The *Philadelphia Inquirer* has appointed Fred H. Stapleford assistant to the publisher, with responsibilities for advertising and promotion. He formerly was promotion director of *TV Guide.*

TV Guide, Radnor, Pa., has named Eric G. Larson national promotion director of the magazine to succeed Mr. Stapleford. Mr. Larson has been manager of *TV Guide's* Detroit and Michigan state editions. *TV Guide* also has named Charles E. Reilly Jr., a member of the national promotion staff, newsstand promotion manager.

Patterson Adds Three

Patterson Publishing Co., Chicago, has named three district managers to the advertising sales staff of *American Restaurant* and *American Motel.* Fred L. Maguire Jr., formerly with *Baby Talk,* has joined the New York office. Phil Pelletier, formerly with Industrial Publications and Heating Publishers, and Larry Maise, formerly with Clissold Publishing Co., will be located in the Chicago office.

The Peoria
STRIKE is over!

The Big Presses are
ROLLING AGAIN
at the
Peoria Journal Star

The strike since January 2nd has been settled and complete coverage of Illinois' 1st market (except Chicago) is again available! R.O.P. full color every day.

WARD-GRIFFITH CO., National Reps.

GRAPHIC STATISTICS—*Model Ginny Dietrich is no mathematician, but she proves statistics are not necessarily dry with a figure pointing up the national distribution new Pet instant non-fat dry milk achieved two months ahead of schedule.*

another reason

DAVENPORT METROPOLITAN AREA* is a m-u-s-t

*INCLUDING DAVENPORT AND BETTENDORF, IOWA AND ROCK ISLAND, MOLINE AND EAST MOLINE, ILLINOIS

Per family retail sales of $4,690 puts the rich Davenport market ahead of Chicago, Milwaukee, Kansas City, the Twin Cities, Des Moines, Peoria and St. Louis.

Deliver your sales story best with . . . . . . DAVENPORT NEWSPAPERS

MORNING
EVENING
SUNDAY

CIRCULATING DAVENPORT AND BETTENDORF, IOWA, ROCK ISLAND, MOLINE, AND EAST MOLINE, ILL.

Represented by Jann & Kelley

Pet Milk-Gardner Teamwork Shortens Distribution Time

St. Louis, March 11—"Good teamwork" between Pet Milk Co. and its agency, Gardner Advertising Co., has resulted in national distribution of the new Pet instant non-fat dry milk two months ahead of schedule, according to Robert J. Piggott, Pet ad manager.

"The package design and development of advertising by Gardner were closely coordinated with the actual product development so that all facets of the introduction were ready at the same time," Mr. Piggott explained.

- The campaign, with the theme, "The Fun of Feeling Good," was started with advertising and distribution on the East Coast in October and was scheduled to end on the West Coast in April.

However, quick consumer acceptance, as reflected in increased sales, resulted in a step-up in the schedule to complete national distribution in February.

The campaign involved the use of multiple display ads in 248 dailies, regional editions of four store-distributed magazines, grocery trade publications, regional cut-in commercials on Pet's "Red Skelton" and "Edge of Night" programs CBS (TV) and the Pet-sponsored "Grand Ole Opry" show on the Keystone radio network. #

Printer Appoints Healy

Color Reproductions Inc., Union, N.J., screen process printer, has appointed Healy Advertising Agency, Montclair, N.J., to promote its packaging and point of purchase printing. Monthly spreads in *Modern Packaging*, plus direct mail, will be used.

Superior Names Glenn

Glenn Advertising, Los Angeles, has been named to handle advertising for Superior Macaroni Co., maker of Superio products. The advertising budget is expected to be about $100,000 for the year. Brooke, Smith, French & Dorrance is the previous agency of record.

Tom Muir Directs Publishing

Tom Muir, general manager of *Commercial Refrigeration & Air Conditioning*, has been named publishing director of the magazine, one of 10 put out by Industrial Publishing Corp., Cleveland.

Cole, Fischer Adds Venus

Cole, Fischer & Rogow, Beverly Hills, Cal., has been appointed to handle advertising for Venus Foods, California packer and manufacturer of fruit bars, cookies and dried fruits, vegetables and dates.

* *AN IMPORTANT ANNOUNCEMENT*

KSTP Radio, the Northwest's 50,000 watt QUALITY station now offers new package announcement plans—as part of a new rate schedule—that make KSTP your *first* radio buy in Minneapolis - St. Paul.

Specifically designed to aid those advertisers who require a saturation campaign, these plans also make KSTP a *must* on any multiple-station buy in the vital Twin City Market.

Details of these plans are shown below. For further information on the new KSTP rate card . . . call your nearest Petry office or a KSTP representative.

Class "A" 6:00 AM to 7:00 PM (Fixed Position Guaranteed)

5 20-second per week flat $90 — 5 one minutes per week flat $130 — 10 one minutes per week flat $200

Class "A" 6:00 AM to 9:00 AM (Rotating)

	5 per week flat	10 per week flat	20 per week flat	30 per week flat
Minutes	$75.00	$125.00	$225.00	$300.00
Breaks	$50.00	$ 95.00	$180.00	$255.00

Class "B" 9:00 AM to 7:00 PM (Fixed Position—Not Guaranteed)

	5 per wk flat	10 per wk flat	15 per wk flat	20 per wk flat	25 per wk flat	30 per wk flat
Minutes	$60.00	$100.00	$142.50	$180.00	$212.50	$240.00
Breaks	$45.00	$ 80.00	$112.50	$140.00	$162.50	$180.00

Class "C" 7:00 PM to 6:00 AM (Fixed Position—Not Guaranteed)

	10 per week flat	15 per week flat	20 per week flat	25 per week flat
Minutes	$70.00	$ 97.50	$120.00	$137.50
Breaks	$55.00	$ 75.00	$ 90.00	$100.00

Class A package announcements can be counted toward Class B and C packages for frequency but NOT vice versa

KSTP Radio

Minneapolis - St. Paul

"The Northwest's *QUALITY* Station"

50,000 Watts

Basic NBC Affiliate

Represented by Edward Petry & Co., Inc.

Mennel Heads Oliver PR

Robert W. Mennel, formerly an account and public relations executive with Batten, Barton, Durstine & Osborn, Chicago, has been named manager of public relations of Oliver Corp., Chicago farm and industrial equipment maker.

come and get it!

We've got "Southern Smörgasbord," a balanced diet of **URBAN** and **RURAL** with liberal portions of permanent **MILITARY** bases and **COLLEGES.**

Second helpings? Why sho'nuff.

WNCT
channel nine
GREENVILLE, N. C.
CBS • ABC

Du Pont Names Bleeg

John P. Bleeg has been named merchandising manager for woven sportswear and furnishings, men's wear section, E. I. du Pont de Nemours & Co., Wilmington, Del. He formerly was manager for filled products, home furnishings section. Donald F. Pollock, who formerly was merchandising manager for all sportswear, is now manager for knitted sportswear and furnishings.

Nordin Gets 'Star-News' Post

Gustaf A. Nordin, executive editor of the *Duluth News-Tribune* and *Herald*, has been named general manager of *Independent* and *Star-News*, Pasadena, Cal., effective April 1. He succeeds Donald L. Nutter.

Campbell-Ewald Shifts Chaney

Austin B. Chaney Jr., formerly a Chevrolet account executive with Campbell-Ewald Co. in Detroit, has been named supervisor of the Hertz Corp. account in the agency's Chicago office.

Eller Scott Clukas

FIFTY YEARS—*Present at a luncheon at the Des Moines Advertising Club to mark Sunkist Growers' 50 years of advertising, which began with a test campaign in Iowa, are Russel Z. Eller, advertising manager of Sunkist, Lou Scott, a Foote, Cone & Belding account supervisor on Sunkist in Los Angeles, and Irv Clukas, pr manager of Sunkist.*

Orange-Selling Ads in Iowa 50 Years Ago Inspired Sunkist

Des Moines, March 11—Sunkist Growers has invested $75,000,000 in advertising since it began advertising 50 years ago, and in that time it has increased citrus consumption in the U.S. more than 400%.

So Russell Z. Eller, advertising manager of Sunkist Growers, told the Des Moines Advertising Club last week. Mr. Eller explained that Sunkist considered Iowa and Des Moines the "birthplace" of its advertising.

■ It was a test drive launched in Iowa 50 years ago which got the California-Arizona citrus growers started on their successful promotion. As a result of the success of that test, which was spearheaded by a three-color ad in the *Des Moines Register & Tribune* on March 2, 1908, Sunkist set an "entirely new pattern for food advertising" by its emphasis on health values, Mr. Eller told the club members.

The factor that convinced citrus growers 50 years ago that advertising would help them sell their product, Mr. Eller said, was that during the period of their test ad drive in Iowa, sales in that state went up 50%. Sales in the rest of the country rose only 17% during the same period. #

Millison Returns to 'Oregonian'

Richard K. Millison, who for six years was promotion manager of the *Portland Oregonian* and then for a year operated his own radio station, KUIK, Hillsboro, Ore., has returned to the *Oregonian* in the new position of public relations director.

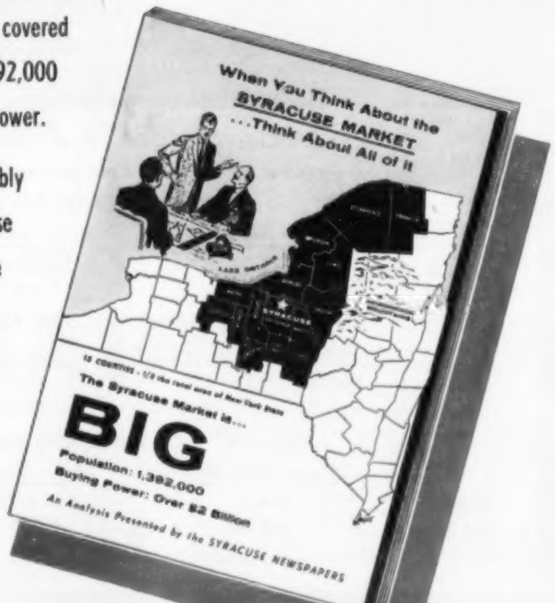
Burke Adds Seafoods

North Pacific Seafoods, packer of minced razor clams, Dungeness crab and salmon, has appointed Burke Co., Seattle, to handle its advertising. Dan C. Madden, formerly with Honig-Cooper Co., will be account executive. Honig-Cooper is the former agency of record.

The Central New York Sales Distribution Territories of America's Foremost National Advertisers, and of Local Wholesalers, Jobbers, and Food Brokers, Virtually Match the Circulation Area of the Syracuse Newspapers.

THE men who **deliver the merchandise** in Upstate New York recognize that the whole Syracuse Market is the area covered by the Syracuse Newspapers. It is a 15-county area of 1,392,000 population and well over $2 billion annual spending power.

The real dimensions of this market—and the remarkably efficient way in which the circulation pattern of these newspapers fits the needs of those who want to sell the market effectively and economically—are graphically described in an exciting new presentation now available to you.



When You Think About the
SYRACUSE MARKET
...Think About All of it
SYRACUSE
The Syracuse Market is...
BIG
Population: 1,392,000
Buying Power: Over $2 Billion
An Analysis Presented by the SYRACUSE NEWSPAPERS

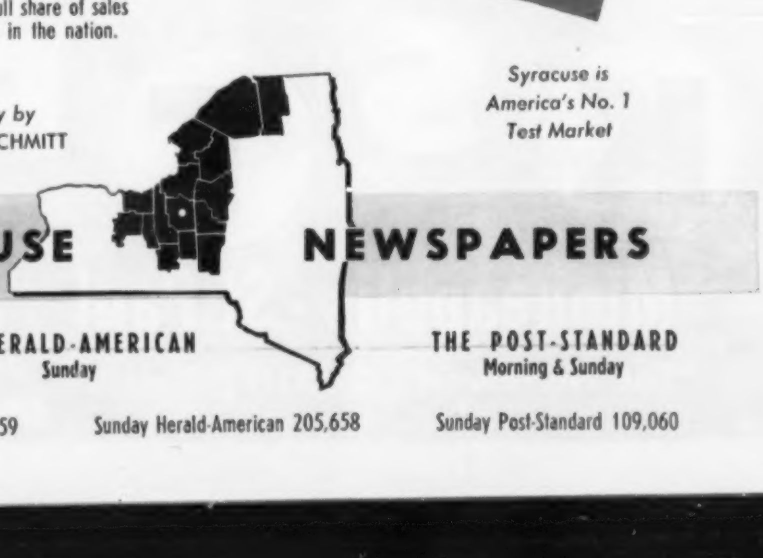
SEE IT NOW!

A GRAPHIC ANALYSIS OF THE $2 BILLION SYRACUSE MARKET

The new Syracuse Market Story is "must" reading for any advertiser who wants to get his full share of sales in one of the foremost growth areas in the nation. Ask to see it NOW!

Represented Nationally by
MOLONEY, REGAN & SCHMITT

Syracuse is America's No. 1 Test Market


the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN
Evening Sunday

THE POST-STANDARD
Morning & Sunday

CIRCULATION: Combined Daily 241,159 Sunday Herald-American 205,658 Sunday Post-Standard 109,060

Egbert does it!

See page 104

'Peoria Journal' Resumes Publishing After 67-Day Strike

Peoria, March 11—The *Peoria Journal* and *Star* resumed publishing activities today after being out of operation for 67 days because of a strike.

Striking union members returned to work last night. The strike began Jan. 2, when members of the American Newspaper Guild walked out after a dispute over sick benefits (AA, Jan. 6). Stereotypers, electrotypers and mailers later called a strike against the newspaper (AA, Feb. 24).

The final edition of the *Peoria Citizen*—a newspaper published by the strikers—appeared yesterday. The question of sick benefits still has not been settled; it will be arbitrated.

▪ The settlement of the strike here brought the number of struck newspapers in the U. S. down to 11 in nine cities. All of the dailies are publishing despite the labor troubles. #

Toronto International Plans New Film Studio

Toronto International Film Studios, a new company, is constructing a studio for the production of tv and feature films at 121 Patrick St., Toronto. The new film enterprise has a 150-acre ranch on the outskirts of town, which Toronto International plans to develop into Canada's first studio city.

President of the company is N. A. Taylor, an experienced figure in the Canadian film industry. General manager is Emile Harvard, production head for several Canadian domestic studios, who last year established his own tv commercial and industrial film company, Harvard Productions. Toronto has acquired a substantial stock interest in Mr. Harvard's company, which he will continue to run. David Griesdorf, vp of the new company, is exec vp of International Film Distributors Ltd. and president and general manager of NTA Telefilm (Canada) Ltd.

Peters, Griffin Releases Spot Radio Guide

Peters, Griffin, Woodward, radio-tv station representative, has released the second edition of its spot radio guide, which includes data on coverage and cost. Costs are figured as of November, 1957 prices; coverage estimates are based on the second Nielsen coverage study.

168 U. S. markets are listed according to population rank with sub-divisions for various group combinations. The price trend is down, according to the guide. A comparison of the second edition with the first, published in 1955, shows one-time announcements down 10.4% in the 168 markets and a 13-week schedule of 20 announcements a week is down 12.9%.

MacManus, John Shutters S.F., Concentrates on L.A. Office

MacManus, John & Adams, Bloomfield Hills, Mich., announces the closing of its service office in San Francisco and the designation of the Los Angeles office as "regional headquarters" for West Coast activity.

"We feel our growing list of West Coast clients—and our plans for continued expansion in the area—can be served better by full-scale operations centered in Los Angeles," said Ernest A. Jones, president. Robert Guggenheim Jr., a vp, is manager of the Los Angeles office.

Lewis & Gilman Adds Ortlieb

Lewis & Gilman, Philadelphia, has been appointed to handle advertising for Henry F. Ortlieb Brewing Co., Philadelphia. The account, which bills about $300,000, had been handled by Samuel Taubman & Co. for more than 20 years.

GEORGE B. ROONEY, *formerly advertising manager of White Laboratories, has been appointed director of advertising for the new professional products division of Johnson & Johnson.*

To reach the ENGINEERING BRAINS of America, use...

*American Engineer

The Magazine of the Registered Professional Engineer

American Engineer delivers your message to over 43,000 men who control processes, methods, equipment and materials

The American Engineer delivers over 43,000 Professional Registered Engineers. These men control the purchase of your products and services. These are the men who control your sales.
Reach your market through the one magazine that delivers over 43,000 Professional Engineers with each issue.

*Official Publication of the National Society of Professional Engineers. Membership requires registration as a professional Engineer.

American Engineer

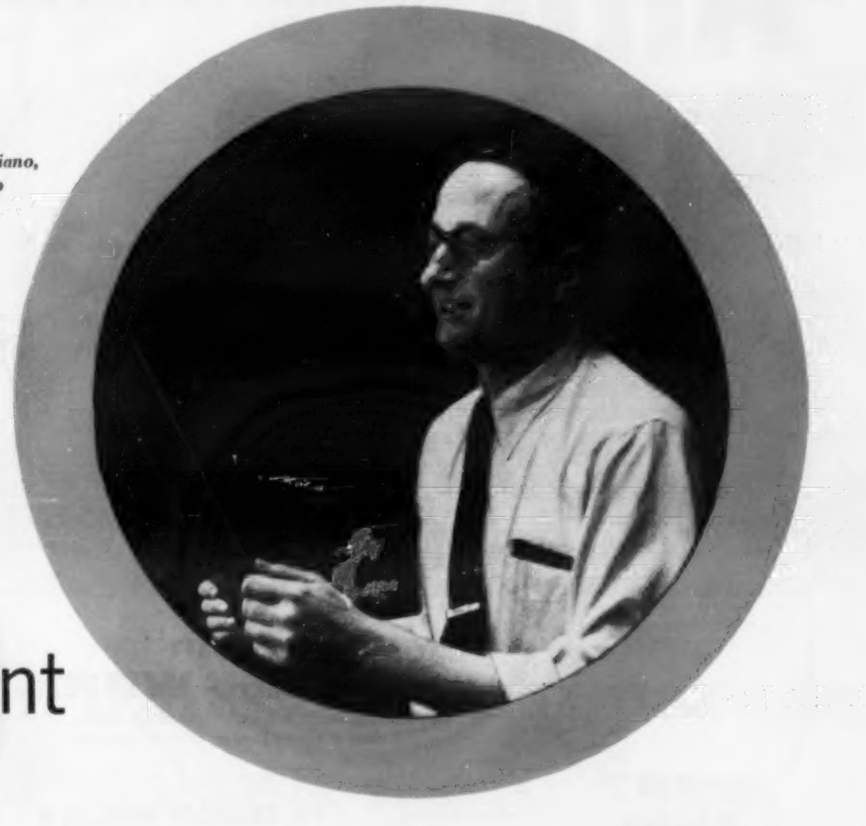
2029 K STREET, N.W. • WASHINGTON 6, D. C.

Get full market and media information from:

NEW YORK, N. Y.
Austin LeStrange Company, Inc.
420 Lexington Avenue
Murray Hill 5-3277

CHICAGO, ILL.
LeStrange Company, Inc.
185 North Wabash Avenue
Dearborn 2-0248

BEVERLY HILLS, CALIF.
Houston & Walsh
111 N. Cienega Blvd.
Oleander 5-8326



Sante Flabiano,
Research Director of Intaglio

All important impression

...is the reader impression! Gravure helps to create a favorable imprint on the mind, conveys a feeling of quality, adds prestige to publications.

More than twenty years ago, Intaglio made its initial contribution to magazines and newspaper supplements—pioneered in fine quality gravure production.

Intaglio has constantly devised better techniques and methods...led in research ...developed much of the most modern equipment we use. But our most valued asset today, as it has always been, is fine craftsmanship—the skill, patience, and desire to do the job right.

At Intaglio cameramen, developers, printers, etchers, finishers, and proofers work to highest professional standards with judgment based on two decades of experience. Preparation, paper, and space costs being what they are, only the best production is good enough!

For editorial and advertising, Intaglio assumes all the responsibilities and the headaches...starts with your copy or art, makes the color separations, delivers full value positives or etched cylinders or plates, and color proofs for approval and printers' guides.

To get the finest results from gravure, rely on Intaglio to do your production. With more than 400 skilled craftsmen, three plants with three shifts in New York, Chicago, and Detroit...Intaglio ensures the best in quality! Our six offices are at your service.

Intaglio Service CORPORATION

America's First Gravure Servicers
305 East 46th St., New York, New York — 731 Plymouth Court, Chicago —
1828 Lewis Tower Bldg., Philadelphia — Intaglio-Cadillac, Inc., 40 Hague Ave., Detroit —
369 Pine St., San Francisco — 1932 Hyperion Ave., Los Angeles — 2264 Bogen St., Cincinnati

Chilton Sales Rise, but Development Cuts Profits

Gross income of Chilton Co., Philadelphia, was $14,321,480 in 1957, compared with $13,403,536 in 1956. However, earnings fell to $862,593, or $2.22 a share, as compared with $1,044,323, or $2.65 a share in 1956.

G. C. Busby, president, told stockholders that research, development and staff organization expenses for Chilton's new *Aircraft & Missiles Manufacturing* were absorbed in 1957.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

MAYTAG
new
HALO of HEAT
dryers
MADISON MAYTAG CO. 1620 MAIN STREET

NEW OUTDOOR DRIVE—*Maytag Co. has launched a two-month national poster campaign in 112 markets with 2,000 panels. It is reportedly the largest outdoor program ever placed by the company. Purpose of the campaign, Ralph Nunn, advertising manager, says, is "to bring the selling power of outdoor advertising to bear heavily on the local level." Dealers' names will be used in the majority of posters in letters 2' high. Leo Burnett Co., Chicago, is the agency.*

Outdoor Ad Ban Would Hurt Economy in 'Time of Crisis,' Markham Says

(*Continued from Page 3*)

in many non-scenic urban and rural areas through which the highways will pass would be contrary to the basic purpose of the act."

Noting that it seems "somewhat ironic" to be debating a rule against a business-building medium at a time of economic crisis, Mr. Markham contended the outdoor ad limitation "instead of fostering the growth of our economy, would retard it by forbidding an important means of communication to business and industry."

▪ More than 30 witnesses appeared as the Senate public works committee, for the third time in as many years, searched for agreement on measures to restrict the construction of signs on the interstate highway system.

A bill by Sen. Richard Neuberger (D., Ore.), giving a bonus to states which adopt outdoor ad zoning rules, was buried by a 7-6 vote last April, but there have been reports that sufficient votes are lined up in the committee this year to bring an outdoor ad control measure to the Senate floor.

Most of the support for the bill came from groups which are concerned with preserving the beauty of scenery along the roadways. Many rallied to the slogan that the new interstate system must not become a "billboard alley."

Under Secretary of Commerce Louis S. Rothschild reiterated the administration's strong interest in nationwide outdoor sign control on the highway system. While he said the administration would prefer a plan which penalizes states that fail to adopt adequate outdoor ad restrictions, he reported that it will go along with a "bonus" plan if this is necessary in order to get a control bill through Congress.

Of the three bills under consideration, Mr. Rothschild said the administration prefers the Kuchel Bill (S. 3218). Under this bill no federal or state regulations would be applied along the portions of a road which are inside the boundaries of an incorporated area.

This would exempt about 25% of the system, he said, including virtually all portions which are in areas where advertisers already operate. On the other hand, he expressed confidence the bill would preclude advertisers from becoming established in roughly 30,000 miles of new right-of-way which will be cleared as the interstate system is constructed.

▪ In defense of their right to operate, spokesmen for the outdoor ad interests claimed the control measures are discriminatory because they allow businesses located along the right-of-way to erect signs for enterprises carried out on the premises.

Outdoor people contend signs erected by businesses along the roads often constitute more objectionable eyesores than the posters constructed by members of the outdoor industry.

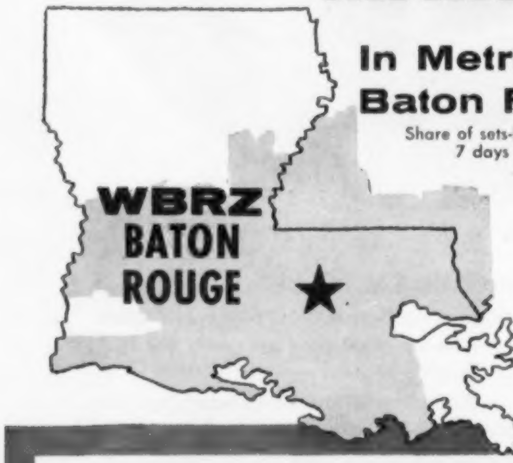
Taking a strong "state's rights stand," Mr. Markham contended the selection of proper zoning regulations should be left solely to state and local officials who are familiar with topography and local conditions. He denied that the outdoor industry is insincere when it says it accepts state and local control.

"We are not interested in being killed," he commented. "But if a state or local government adopts a measure regulating all business, we ask no special treatment. Outdoor advertising is a legitimate business use of land, and is so recognized by zoning authorities. It should be permitted without discrimination where other businesses are permitted."

He said members of the outdoor industry enjoy beautiful scenery as much as anyone else does, and are just as interested in protecting it. #

Adds Volvo Diesel Trucks

Auto Imports Inc., Sherman Oaks, Cal., has named Advertising Agencies Inc., Studio City, Cal., to introduce and handle advertising for the Swedish-built Volvo diesel truck in the U. S. The truck is made in Gothenburg, Sweden, by A. B. Volvo, maker of Volvo passenger and sports cars, also handled by Advertising Agencies Inc. in the U.S. and Canada.



ARB special BATON ROUGE report
ARB PROVES
"Only sunshine reaches more homes in this BILLION DOLLAR MARKET"

In Metropolitan Baton Rouge WBRZ 63.3%
Share of sets-in-use summary, sign-on to sign-off, 7 days a week—Sunday through Saturday

In Baton Rouge total TV area WBRZ 79.7%
Station share of audience summary, sign-on to sign-off, 7 days a week —Sunday through Saturday

23 of the top 25 shows in the Metropolitan Baton Rouge area are on WBRZ-ABC-NBC!
—and look at these facts from ARB!

Metropolitan Baton Rouge *(Monday through Friday)*
Sign-on to noon WBRZ-60.4 Station B - 37.7
Noon to 6 p.m. WBRZ-66.5 Station B - 31.9
6 p.m. to Midnight WBRZ-60.9 Station B - 37.4

Total TV Area *(Monday through Friday)*
Sign-on to noon WBRZ-83.2 Station B - 16.8
Noon to 6 p.m. WBRZ-80.9 Station B - 19.1
6 p.m. to Midnight WBRZ-76.2 Station B - 23.8

WBRZ Channel 2
BATON ROUGE, LOUISIANA
Represented by Hollingbery

Department Store Sales . . .

7% Gain Brightens Week of March 8

WASHINGTON, March 13—Department store sales, whose sluggish activity has added to the doom-and-gloom of the recession picture since the first of the year, quickened during the week ending March 8 with a gain of 7% over the previous year, the Federal Reserve Board reported today.

Sales for the four weeks ending March 8 were 4% behind the same period in 1957 and for the year to that date they were 2% behind.

■ Of the 12 FRB districts only one showed a loss: Kansas City, 1%. San Francisco reported no change. The remaining districts showed gains as follows: Boston, 2%; New York, 15%; Philadelphia, 22%; Cleveland, 4%; Richmond, 7%; Atlanta, 18%; Chicago, 1%; St. Louis, 3%; Minneapolis, 13%, and Dallas, 2%.

Detailed breakdown of these figures will be available early next week. For the prior two weeks sales broke down as follows:

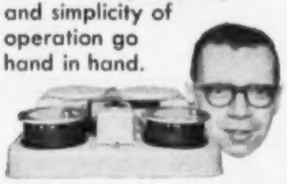
	% Change from '57	
	Week Ending	
Federal Reserve District, Area, and City	Feb. 22	Mar. 1
UNITED STATES	—18	+ 1
Boston District	—29	+ 2
Metropolitan Areas		
Boston	—33	+ 4
Downtown Boston	—42	+ 4
Suburban Boston	—13	+ 4
Cambridge	+ 9	0
Quincy	+ 3	+ 8
Lowell	—12	— 9
City		
Springfield	—27	+ 2
New York District	r—31	+ 8
Metropolitan Areas		
Buffalo	—36	— 5
New York-N.E.		
New Jersey	r—29	+ 9
Newark	r—33	— 2
New York	r—32	+ 1
Rochester	—45	+28
Syracuse	—33	—12
Philadelphia District	r—38	+13
Metropolitan Areas		
Wilmington	r—38	+ 3
Trenton	—33	+10
Lancaster	r—37	+ 6
Philadelphia	r—38	+13
Reading	—41	+38
Scranton	r—59	+41
Wilkes-Barre—Hazleton	r—31	— 1
Cleveland District	—22	+ 2
Metropolitan Areas		
Lexington	—16	+ 8
Akron	—26	— 3
Canton	—39	— 2
Cincinnati	—16	+ 1
Cleveland	—34	+ 2
Downtown Cleveland	—37	— 5
Columbus	— 8	— 5
Springfield	—15	— 2
Youngstown	—33	— 9
Erie	—31	— 3
Pittsburgh	—13	+11
Wheeling-Steubenville	—22	—10
Richmond District	—31	+12
Metropolitan Areas		
Washington	—24	+10
Downtown Washington	—25	+10
Baltimore	—55	+24
Downtown Baltimore	r—57	+26
Richmond	—18	— 2
Atlanta District	—15	0
Metropolitan Areas		
Birmingham	— 4	— 5
Mobile	0	+ 3
Jacksonville	— 3	— 6
Miami	r 0	— 5
Downtown Miami	r— 2	—14
Atlanta	—14	+ 6
Augusta	r—15	—18
New Orleans	—44	+ 9
Knoxville	—13	*
City		
Tampa	+ 7	*
Chicago District	—13	— 6
Metropolitan Areas		
Chicago	—12	+ 1
Indianapolis	—19	— 6
Detroit	—17	—11
Grand Rapids	—17	— 7
Milwaukee	—11	— 8
St. Louis District	r—10	0
Metropolitan Areas		
Little Rock	— 3	+ 4
Louisville	—15	+ 1
St. Louis	— 4	+ 2
Memphis	—14	— 1
Minneapolis District	— 3	— 4
Metropolitan Areas		
Minneapolis-St. Paul	*	*
Minneapolis and Suburbs	*	*
St. Paul	— 2	+ 3
Cities		
Duluth-Superior	— 6	—11
Kansas City District	r+ 2	— 6
Metropolitan Areas		
Denver	0	— 2
Topeka	+ 2	— 8
Wichita	— 5	—16
Kansas City	r— 3	— 6
St. Joseph	—10	—14
Albuquerque	+ 1	— 3
Oklahoma City	+ 3	— 3
Tulsa	+17	— 5
City		
Joplin	—17	—20
Dallas District	— 7	— 8
Metropolitan Areas		
Dallas	— 1	— 8
El Paso	— 2	—10
Fort Worth	— 3	— 7
Houston	—16	—14
San Antonio	—17	0
San Francisco District	— 9	r+ 1
Metropolitan Areas		
Los Angeles-Long Beach	— 7	+ 2
Downtown Los Angeles	—15	+ 1
Westside Los Angeles	— 8	— 1
Sacramento	+ 8	+30
San Diego	— 9	— 6
San Francisco-Oakland	—15	0
San Francisco City	—14	+ 2
Oakland	—25	—15
Portland	— 5	— 9
Salt Lake City	— 6	— 9
Seattle	— 9	+ 7
Spokane	—31	+ 5
Tacoma	—18	0

r—Revised.
*Data not available.

See a Filmotype Photo Lettering Demonstration

...it's an education!

we learned how savings, finest quality lettering and simplicity of operation go hand in hand.



Seeing is believing . . . at least where the Filmotype Photo Lettering Machine is concerned. It's an education, as well as unusual fun, to see the speed, ease of operation, sharpness of each word produced. Alphabet style selection, we discovered, is literally unlimited, too! And since we had the Filmotype man collared right in our own office, we let fly with right-from-the-shoulder questions. Result: our new Filmotype Machine has become a money-maker and money-saver we rely on.

A Filmotype demonstration in *your* office is sure to prove extremely worthwhile, too. Write today, no obligation, of course.

FILMOTYPE

7500 McCormick Blvd., Skokie, Ill.

YES, we would like to see how the Filmotype machine automatically produces quality lettering. Contact me for a Filmotype demonstration in our own office. Dept. AA

Name________________

Firm________________

Address________________

City________ Zone____ State____

Young campers arriving at Portland's Union Station. During June, July and August, more than a million visitors spend some $270,000,000 in Maine.

Don't miss the big parade in Portland, Maine

You know the old saying about Maine. If Portland is any example, the rest of the nation has nothing to worry about. Take a look . . .

Population in Portland has climbed steadily during the past six years. So has buying power. And retail sales have shot up nearly 70% since 1946.

300 years ago, this was just a little fish processing and shipbuilding village. Today diversification is the keynote—furniture, paper, food processing and canning plants, wearing apparel, industrial machinery, elevators, refrigeration equipment—to name but a few of the diverse items now manufactured here. In 1947 Greater Portland had 265 plants and a payroll of $30 million—today there are 395 plants and a $46 million payroll. That's 130 *new* industries in just 10 years.

If you want your share of the big boom in Portland, PARADE and the Portland Telegram will give it to you. Each Sunday they call on six out of every seven homes in town. Each Monday they begin to move goods off dealers' shelves.

How big is Parade in Portland?

Per cent of families reached

LOOK 18.6%
LIFE 14.3%
POST 17.3%
PARADE ...81.8%

Metropolitan County Area

PARADE...The Sunday Magazine section of 59 fine newspapers covering some 2800 markets...with more than 16 million readers every week.

The Sunday Picture Magazine
Parade
Portland Sunday Telegram
French Bomb Tunisian Town,
Bourguiba Plans U.N. Appeal
25-Plane Strike
On Rebels Kills

Represented nationally by Julius Mathews Special Agency, Inc.

PHOTOGRAPHIC REVIEW

VISITING EXPERT—*Shown here with Donald W. Davis (left), head of the department of advertising of Pennsylvania State University, is Elon Borton, who spent three days at the university consulting with students and faculty members on advertising training and careers. Mr. Borton retired last year after 12 years as president and general manager of the Advertising Federation of America.*

O'Dowd LaRocco Sykes

SALESWOMEN—*An actual 16x32' swimming pool was part of Cascade Pools exhibit at the National Home Improvement Show in Atlantic City. Shown here, giving the pool a lived-in look, are models Terrie O'Dowd, Dot LaRocco and Marie Sykes.*

FOOD
CW
STORE

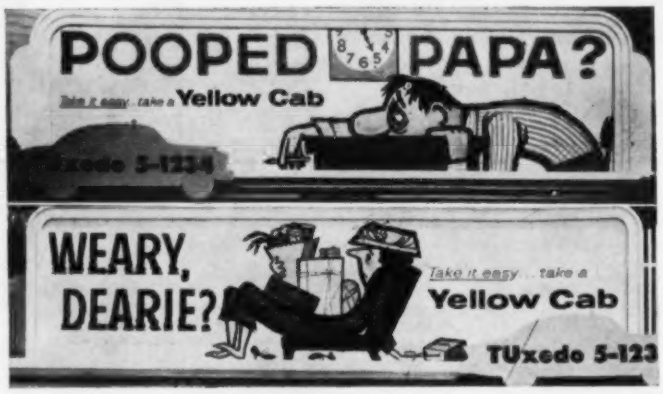
Cowen Cunningham Peterson

STOREKEEPERS—*Cunningham & Walsh has set aside a section of its San Francisco offices for a model grocery store stocked with client and competitive products. The store, C&W says, will be used as a workshop for the creation of practical display ideas. At the left is a view of the store. At right, C&W executives discuss package design. They are John P. Cunningham, New York, president; Jerome J. Cowen, senior vp, and Stanley T. Peterson, director of marketing, both San Francisco.*

Rowley Powers Spencer Collier Roberts Hirshland

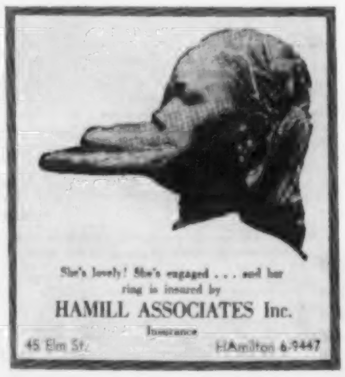
FIRST—*Harry Spencer, Roy Powers, Lee Hirshland and Dick Rowley have been elected president, 1st vp, 2nd vp and secretary-treasurer respectively of the newly-formed Reno Advertising Club. Shown with the new officers are Advertising Assn. of the West executives Charles W. Collier, exec vp, and Bob Roberts, vp, District 4. The charter membership meeting is scheduled for April.*

'TAKE IT EASY' WINS—*First (top) and second places in the category of unembellished painted bulletin designs in the Outdoor Advertising Assn. of America's sixth annual local outdoor advertising contest went to these posters prepared for the Yellow Cab Co. of San Francisco and the East Bay. The award winners are from the cab company's continuing series, "Take it easy . . . take a Yellow cab" (AA, Sept. 9). Honig-Cooper & Miner, San Francisco, is the agency.*



Johnston Stackhouse Ruble Nickel Ferris Ainley

COCKTAIL BREAK—*Among those at the Northwest Daily Press Assn. meeting in Minneapolis were Marshall Johnston, Public Opinion, Watertown, S.D., NDPA president; Clifford Ferris, Daily News, Rhinelander, Wis., NDPA chairman; Maude Stackhouse, Globe Gazette, Mason City, Ia.; Ken Ruble, Campbell-Mithun; Milo Nickel, Herald Telegram, Chippewa Falls, Wis.; John Ainley, Pioneer, Bemidji, Minn.*



She's lovely! She's engaged . . . and her ring is insured by

HAMILL ASSOCIATES Inc.

Insurance

45 Elm St. HAmilton 6-9447

TAKE-OFF—*"She's lovely. She's engaged . . . and her ring is insured by Hamill Associates," says this ad in the Democrat & Chronicle, Rochester, N. Y.*

12,000,000 FAMILIES

READ This Week MAGAZINE

EVERY WEEK!

Your advertising will be read by more people in THIS WEEK Magazine than in any other publication

Wolfson Buys WLOS-TV

Mitchell Wolfson, president of WTVJ-TV Inc., Jacksonville, has bought control of Skyway Broadcasting Co., operator of WLOS-TV, Asheville, N.C., subject to Federal Communications Commission approval.

Roughton Joins Ad Council

Polly Roughton has joined the Chicago staff of the Advertising Council as assistant to the midwestern manager, Mrs. L. S. (Duffy) Schwartz. Miss Roughton formerly handled publicity for Kellogg Switchboard & Supply Co.

West Joins Lever

Arch C. West, formerly with Young & Rubicam, has joined Lever Bros., New York, as merchandising manager of the foods division. He succeeds Robert McDonald, recently promoted to general manager of the division.

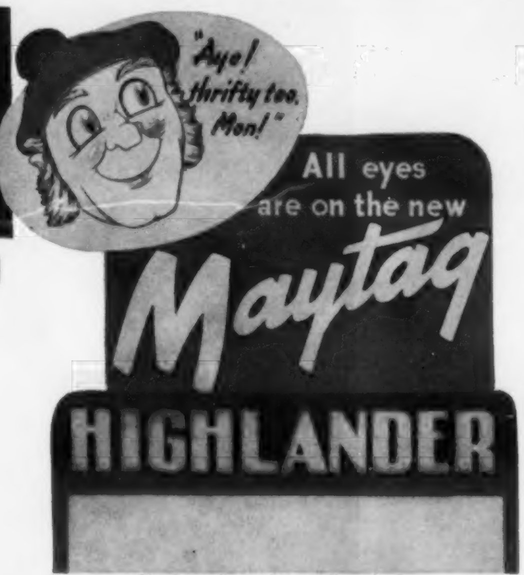
Farran Head Preston Dailey

CLEVELAND MEETING—*George W. Head, ad and sales promotion manager, National Cash Register Co., Dayton, was the speaker before a meeting of the Cleveland Advertising Club with members of the Sales Executives Club as guests. Shown here with Mr. Head are adclub vps, Charles Farran, president, Griswold-Eshleman Co., and Robert W. Dailey, vp and manager, McCann-Erickson, with Robert E. Preston, divisional sales manager, Standard Oil Co. of Ohio, sales club president.*

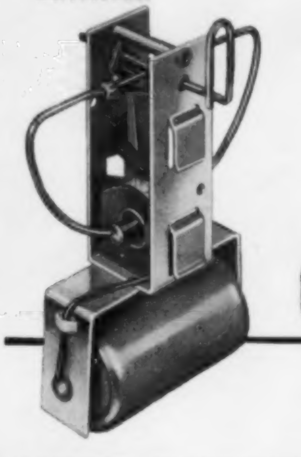
HANKSCRAFT DISPLAY MOTORS
help sell for
MAYTAG!

AYE! all eyes are captured by this canny Scot

A low-cost Hankscraft motor attracts attention by making the Scotchman's eyes roll back and forth in this successful Maytag display. Like the Scots, the Hankscraft display motors are thrifty, too. They run for months on ordinary flashlight batteries.

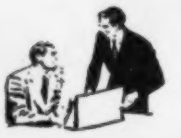


Designed and produced by Dun-Lap Mfg. Co., Newton, Iowa



Do You Have a Display Problem?

Want to know how to animate your displays? Let Hankscraft engineer the animation for you! Send us a cutout dummy and rough sketch. We'll equip it with the most efficient motor for your use (either AC or battery-operated).



Let Hankscraft Engineer the Animation!
Write for our free manual today — it describes all the basic Hankscraft models, their special applications, plus information on free engineering service.

THE HANKSCRAFT CO., Dept. AA-3, Reedsburg, Wis.
Sales offices in these principal cities:
CHICAGO • PHILADELPHIA • MINNEAPOLIS • NEW YORK
DALLAS • TORONTO (Ontario) • SAN FRANCISCO (Erlach Lee Co.)

Cancer Agent, if Found in Cigaret, Would Be Obliterated–'Fast': Gruber

(Continued from Page 3)

fashionable—and, I regret to say, safe—these days to kick at the tobacco industry, its products, its advertising, its ethics, even its honesty.

"Well, I for one have had it," he declared. "Let me point out something that for too long has gone completely unnoticed: We in the tobacco industry are trying every method and weapon at our command to come up with the final answer to the health controversy—not in our industry laboratories alone, but through independent scientists, supported by nearly $3,000,000 already allocated for grants.

■ "The whole cigaret-health controversy will, I feel certain, resolve itself in the not-too-distant future. We, in the cigaret industry will help resolve it. I am firmly convinced that the final findings will fully exonerate cigaret smoking of any and all connection with lung cancer.

"However, I say this—and I know I speak for everyone in the tobacco industry—should any evidence ever be unearthed that any ingredient in cigarets is in any way causative of cancer, that culprit will disappear from every cigaret in the marketplace—and fast."

On advertising, Mr. Gruber disclosed that Lorillard submits advertisements for its cigarets to "the unbiased and very tough scrutiny" of the Federal Trade Commission before publication.

"We believe the public is entitled to know the truth," he said, "and that we should be permitted to tell it to them in our advertising. We do not, and will not, attempt to deceive the smoker, because even if we wanted to, we don't believe the consumer can be fooled for long. We don't believe in so-called 'hidden persuasion.' And we resent any implication that we are playing any kind of game with the smoker's health or his pocketbook."

■ Mr. Gruber estimated that of every 100 American men over 21, 80 are smokers; and that 33 of every 100 American women over 21 also smoke.

During 1957, he said, the tobacco industry in all its phases—farming, manufacturing, distribution and sales, is estimated to have provided a living, directly or indirectly, for about 16,000,000 Americans. "That means," he said, "that roughly one out of every ten Americans is in one way or another dependent upon this one industry." #

'McCall's Pattern Book' Changes Name and Rates

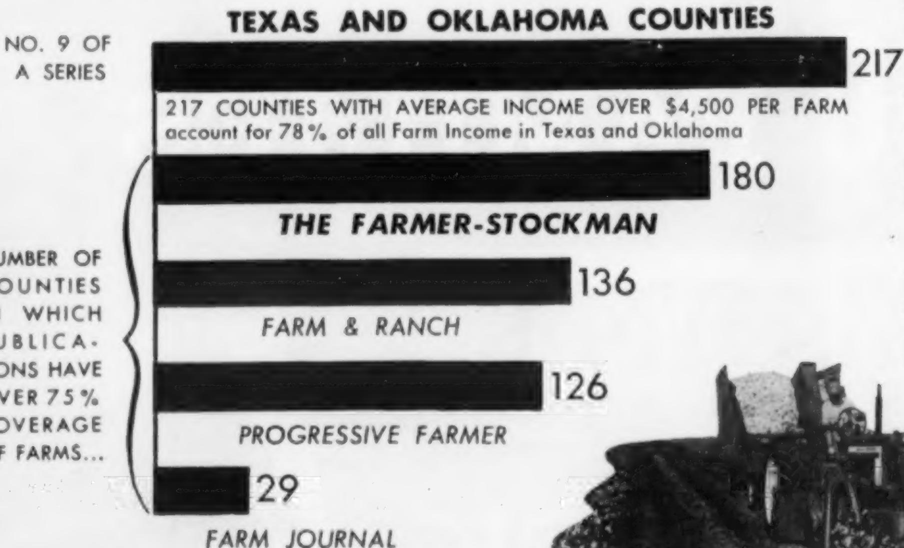
McCall's Pattern Book will be retitled *McCall's Pattern Fashions*, "the magazine read most by smart women who sew," effective with the summer issue. Advertising rates will be raised, effective with the fall issue. The new one-time b&w page rate will be $1,950, compared to the old rate of $1,650.

The magazine is also opening a fabric room for the convenience of buyers. Over 100 complete fall fabric lines will be displayed, giving buyers a chance to view practically the entire fabric market at one sitting.

Bud Solk Opens Offices

Bud Solk & Associates, newly formed advertising and public relations agency, has opened offices at 624 S. Michigan Ave., Chicago. Mr. Solk was formerly director of advertising and public relations of Gingiss Bros., Chicago tuxedo rental company, and an account executive of Burlingame-Grossman, Chicago.

GREATEST COVERAGE
Where Income Counts Most...



TEXAS AND OKLAHOMA comprise the second most important farm-income area in the nation!

THE FARMER-STOCKMAN gives the best possible farm coverage in Texas and Oklahoma.

★★★

The only farm publication edited separately for Texas . . . and edited separately for Oklahoma . . .

The Farmer-Stockman

Send for similar data on livestock, crops, farm equipment, poultry and irrigation

434,813
paid subscribers

The Farmer-Stockman
OKLAHOMA CITY • DALLAS
J. H. Hunter, Advertising Director

400 N. Michigan Avenue
Chicago 11, SUperior 7-6145

4321 N. Central Expressway
Dallas 5, LAkeside 1-3121

420 Lexington Avenue
New York 17, MUrray Hill 4-3340

500 N. Broadway
Oklahoma City 1, CEntral 2-3311

N. Y. Radio, TV Stations Offer Shoes, Cigars, Cars, Minks—Even Cash—to Build Audience

(Continued from Page 3)

quirement to join is to write the station. Members, whose cards are selected, win such prizes as a week's free dinners, taxi or laundry service. Through the Teen Age Survey, the station finds out a teen-ager's mother's favorite song. Her name and that of her teen-ager are announced and the song played. The mother receives a gift of flowers.

At WNEW, Klavin & Finch ease the commuters' burden with a "Free Ride Contest" which will continue indefinitely. The disc jockies ask commuters to send in postcards telling their names, addresses and how they commute. The card that is chosen at random each day wins a month's free commuting, ranging from a four-week train ticket or garage rental to bus or subway fares. If the winner walks to work, he gets two pairs of shoes.

- The hungry housewife is offered a gourmet style free meal by WRCA on its afternoon "Ken Banghart Show." The contest is confined to married women who must finish the sentence "I deserve to eat out at least once a week because."

The winner gets two free meals in any restaurant of her choice. She can be driven to it in a hired limousine and a baby sitter is provided, if necessary. This contest has been set up with the cooperation of the New York State Restaurant Assn., which judges entries and picks up the check.

Tex & Jinx, the perennial radio-tv team, catered to art lovers with their WRCA TV "Window on the World" promotion. Listeners wrote in telling where they would most like to spend their first or second honeymoon. Tex & Jinx didn't send winning letter writers to their dream spot; they gave them a Dong Kingman painting of the place, valued at $1,000.

Free theater passes and albums are given to listeners writing in to Ted Brown's morning disc jockey show on WMGM. There is a baby contest spotted throughout the day on the station's other disc jockey shows. Parents notifying the station that their baby was born either at 10:50 a.m. or p.m.—the station's spot on the dial—may get cigars for daddy, or a variety of bassinet gewgaws for the baby.

- People who buy their cars on time may get some financial help from WMGM. Lucky car owners who write in and get their postcard pulled from a giant gift box win one payment on their car. This offer has turned out to be one of the station's biggest mail pulls in recent history, reportedly drawing about 400 letters a day.

Station WINS found its closets overflowing after one week of a "Swap Shop" spotted on various record programs. Listeners were asked to deliver a variety of curious objects in exchange for a silver dollar. The stunt started when the station began looking for an unusual bell or chime to use as lead-in to its "Town Crier" spots and asked listeners for one.

The station received such a variety of bells it decided to see what else it could get, offering silver dollars in exchange for a candle snuffer cap, a 1938 road map, a 1940 high school student organization card and a playbill of the original production of "Abie's Irish Rose." There were no offers on this last item, incidentally.

The station even offered to buy a chimpanzee for $10; a supposed chimp owner called up to accept the bid, but he never showed.

- Station WOR-TV, on its afternoon "Fun to Travel," provides a guessing contest. Viewers are asked to guess the number of towns on a map specially drawn for the program. The major prize is $4,000 in bonds or merchandise and there are additional travel prizes, including a trip to Europe, Mediterranean cruises, etc.

The "Lanny Ross Show" has a "good deed" contest on WCBS. Listeners are asked to take pen in hand to describe a good deed—theirs or somebody else's—in 50 words or less.

The prize-winning letter each day is printed in the *New York World-Telegram & Sun*. The 100 prizes include a trip to Hawaii, a ton of food, a woman's wardrobe from B. Altman's, a backyard swimming pool, and a choice of a Ford station wagon or sedan. Each day a basket of food is given away.

- The audience participation program which has caused the most commotion probably is WABD's "Bingo," the tv revival of the popular game of chance. Original rules, which required contestants to telephone their numbers, have been revised to a mail-in at the request of the telephone company. Now viewers send in cards with numbers they have selected from the column in the phone book in which their number appears. If they are not listed in the phone book, they can write to the station for a list of numbers to play with. The viewer indicates on his card which game of the several played each afternoon he wants to enter. Winners are those whose card numbers match the game played on the screen. There are daily prizes of electrical appliances and a grand prize every couple of weeks, which may be a German Go Go Mobile, a mink stole, a DuMont hi-fi or a console tv set.

The afternoon program has been consistently sold out, with Standard Brands accounting for 50%. Pharmaceuticals Inc. (Geritol) and J. W. Williams Co. (Conti shampoo) are sharing 25%, and the remaining 25% is sold on a participating basis. There is talk of adding an additional half hour to accommodate more sponsors. #

Specialized CARICATURE Service for Trade Shows, Sales Meetings, etc.
Unusual projection technique enables audience to see themselves being sketched on a screen. Effective as an attention-getter, a take-home conversation piece, as well as entertaining.

Call Barney Bloom at Visuals Unlimited
247 W. 46th St., Suite 500, New York, N.Y.
JUdson 6-6500 • JUdson 6-6300

348,000 CUSTOMERS

WAITING FOR YOUR PRODUCT

348,125 people in this large four-county area are ready to take advantage of the benefits your product offers.

Each year they spend
- $84,629,000 for food
- $67,409,000 for cars
- $6,919,000 for drugs

The Tribune-Democrat can reach your potential customers with 71.4% coverage in western Pennsylvania's second largest metropolitan area; 100% coverage in the 105,000 city zone.

Write today for facts.

The Tribune-Democrat
JOHNSTOWN, PA.

Rock of Ages has been digging granite out of this 22-acre quarry for 98 years.

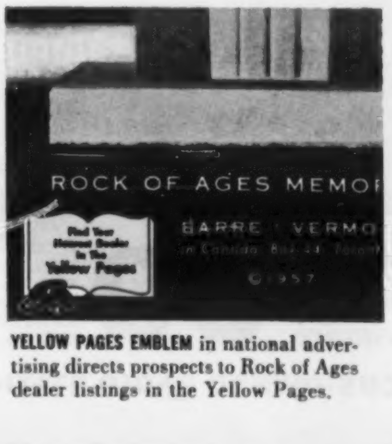
"Trade Mark Service in the Yellow Pages helps us build a strong dealer organization"

says **H. J. HEINZELMAN,** Sales Manager, **ROCK OF AGES MEMORIALS,** Barre, Vermont.

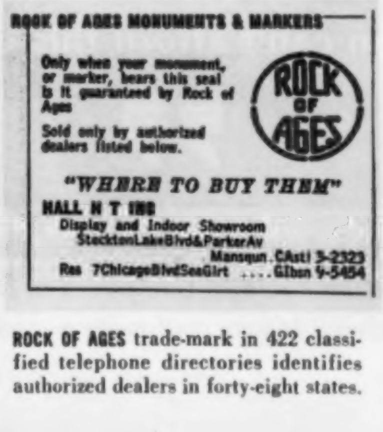
"We started using Trade Mark Service in 1947 and are now spending approximately 10% of our advertising budget in the Yellow Pages of 422 telephone directories. We know Trade Mark Service is a valuable adjunct to our national advertising and has gone a long way to help us build a stronger dealer organization.

"Our ads, which of necessity must be dignified, always carry the Yellow Pages emblem to help guide prospects to our dealer trade-mark listings in the classified."

Rock of Ages experience proves that no matter how unusual the product, Trade Mark Service in telephone directories can direct sales to authorized outlets. Make *your* advertising pay off at the local level with Trade Mark Service in the Yellow Pages. For information call your telephone business office... or see Standard Rate & Data Service.



YELLOW PAGES EMBLEM in national advertising directs prospects to Rock of Ages dealer listings in the Yellow Pages.



ROCK OF AGES MONUMENTS & MARKERS

Only when your monument, or marker, bears this seal is it guaranteed by Rock of Ages

Sold only by authorized dealers listed below.

ROCK OF AGES

"WHERE TO BUY THEM"

HALL H T INC
Display and Indoor Showroom
StocktonLakeBlvd&ParkerAv
Mansqun . CApitl 3-2323
Res 7ChicagoBlvdSeaGirt . . . . Gibsn 9-5454

ROCK OF AGES trade-mark in 422 classified telephone directories identifies authorized dealers in forty-eight states.

AUTHORIZED DEALER

"OUR ROCK OF AGES trade-mark tie-in in the Yellow Pages brings many orders," says Harold Hall, Jr., Manasquan, N. J.

KVPD Hits $10,000,000 Mark

Total billings of Klau-Van Pietersom-Dunlap, Milwaukee, will pass the $10,000,000 mark in 1958 for the first time in the agency's 50-year history, according to A. R. McGinnis, chairman. Mr. McGinnis based his forecast on scheduled commitments of the agency's clients plus more than $1,000,000 in new business which has been added since the first of this year.

Hill Stanfield Johnson Greenberg

TOP MEN—*Officers of the new Canadian agency—Stanfield, Johnson & Hill—are Elton Johnson, chairman; Harold F. Stanfield, president; Gordon J. Hill, exec vp, and Paul Greenberg, managing director. Mr. Hill and Mr. Johnson are located at the Toronto office, Mr. Stanfield and Mr. Greenberg in Montreal.*

68,000,000 TV Sets in the World, 'TV Digest' Reports

There are now 68,000,000 tv receivers in use in the world and 1,087 tv stations, according to the 26th semi-annual edition of "Television Factbook," just published by the trade newsletter, *Television Digest*, Wyatt Bldg., Washington. The U. S. has more than two-thirds of the world's tv sets—47,000,000 of the 68,000,000—and 529 tv stations.

The 488-page "Factbook" ($5 per copy, including a 35x22" tv wall map) gives information about every station on the air, but is largely devoted to detailed data on stations in the U. S. and Canada, including digests of their commercial rate cards. The leading countries in terms of station and receivers, outside of the U. S., are: United Kingdom, 24 stations and 9,000,000 sets; Canada, 50 stations, 2,900,000 sets; West Germany, 69 stations and 1,300,000 sets; USSR, 56 stations, 2,500,000 sets; Italy, 138 stations (110 of them satellite stations), 750,000 sets; France, 23 stations, 700,000 sets; Japan, 20 stations, 942,000 sets; Cuba, 19 stations, 300,000 sets; Mexico, 12 stations, 300,000 sets.

Harry Apeler Retiring

Harry Apeler, for the last five years director of merchandising for Calkins & Holden Advertising, New York, will retire about April 1. His duties will be assumed by Robert Morgan, vp of marketing. Mr. Apeler plans to travel, golf, and try his hand at tv scenario-writing and sales and advertising consulting.

Weir Agency Adds Five

Weir Advertising, Los Angeles, has been appointed to handle public relations, sales promotion and advertising for five new accounts. They are M. J. Benjamin, Transducers Inc., Boyles-Snyder Co., Livingston & Wickern and Lectro Kem.

Merger Put Canada Agencies Ahead in Bilingual Markets

TORONTO, March 11—Decision of Locke, Johnson & Co., of Toronto, and Stanfield Advertising, of Montreal, to merge (AA, Feb. 24) under the name of Stanfield, Johnson & Hill Ltd. partially reflects advertising problems related to the bilingual nature of Canada's markets, Gordon J. Hill, exec vp of the new company, told ADVERTISING AGE.

Without large volume, the branch office of an agency is becoming increasingly a service operation, Mr. Hill said. And a shop billing less than $10,000,000 a year, he added, is finding it uneconomic to provide marketing services in keeping with modern demands, in the face of soaring costs of agency operation.

Agency operation problems in Canada, he said, are intensified by the need for maintaining marketing and research organizations for both English and French markets, since they require individual approaches.

■ The merged operation of Johnson and Stanfield will, however, Mr. Hill said, give the new company autonomous operations in both French and English markets. Each unit has sufficient billings—$5,000,000-plus per year—to support the facilities required for its separate market area of service.

Each unit is carrying on in its former head-office premises with its former staff. #

Tatham-Laird Names Four

Harry Kinzie Jr. has been named acting print copy chief of Tatham-Laird, Chicago, in the absence of John H. Jameson, who has been granted leave of absence. Robert Bassindale has been promoted to commercial supervisor on Ovaltine, General Mills' Trix, Parker Pen Co. products and Abbott Laboratories' Sucaryl. Don Wallace and Bob Huntley have been added to the commercial writing staff. Before joining Tatham-Laird, Mr. Wallace was radio-tv director of Wesley Day, Des Moines. Mr. Huntley was formerly copywriter at Montgomery Ward & Co.

Michigan Four A's Elects

Colin Campbell, of Campbell-Ewald Co., has been elected chairman of the board of governors of the Michigan council of the American Assn. of Advertising Agencies. Also elected to the board are Harry W. Calvert of Zimmer, Keller & Calvert and William G. Moore of J. Walter Thompson Co. Other officers and governors are Guy S. Warren Jr., D. P. Brother & Co., vice-chairman; John F. Henry, Geyer Advertising, secretary-treasurer; Paul Foley, McCann-Erickson, and John Sheldon, Kudner Agency.

Covers on New Hammermill "Radiant White" Stop 'Em Cold!

WHEN YOU WANT extra attention for any printing that needs cover paper, specify "radiant white" Hammermill Cover. You'll find it a big asset in getting the stopper quality you want.

New radiant white Hammermill Cover is a bright, bright fluorescent white that gives your special effects printing the extra sparkle that gets readers inside. Its dazzling whiteness demands attention—gives black and white or color printing more impact. Like the standard blue-white Hammermill Cover, it's tough, durable and unusually like-sided. And, radiant white costs no more than the rainbow range of eight rich, fade-resistant colors your printer can also supply in improved Hammermill Cover. Hammermill Paper Co., Erie, Pa.

HAMMERMILL COVER BY THE MAKERS OF HAMMERMILL BOND

For Catalogs • Booklets • Menus • Price Lists • Folders • Broadsides • Manuals

"An independent station can't afford this choice of entertainment."

Listeners interviewed by Motivation Analysis, Inc. stated the importance of Network affiliation to a station's image. Compared to Independent stations, the C-O's were considered bigger and more authoritative.

C-O

WEEI, Boston
WBBM, Chicago
KNX, Los Angeles
WCBS, New York
KMOX, St. Louis
KCBS, San Francisco

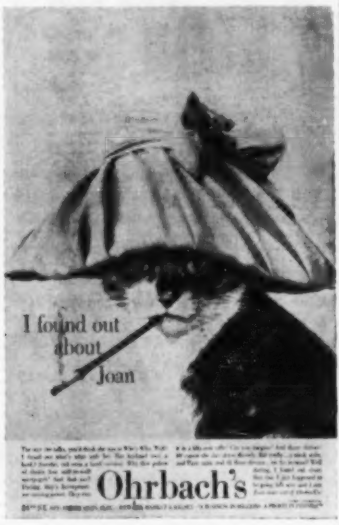
CBS-OWNED RADIO STATIONS

Ohrbach's 'Catty' Ad Sets Readers, Admen Purring with Admiration

NEW YORK, March 11—A "catty" ad that Ohrbach's is currently running in newspapers is arousing more comment than any other institutional ad in the store's long history of "stopper" advertising.

The ad is simply a close-up of a short-haired cat wearing a draped-lampshade type of hat, coolly smoking a cigaret in a long black holder. "I found out about Joan," says the headline, while the copy in feline fashion uncovers the secret of Joan's mink stole and Paris suits. "I found out what's what with her . . . I just happened to be going her way and I saw Joan come out of Ohrbach's."

▪ Ever since the ad broke last week, the store, the agency (Doyle Dane Bernbach Inc.) and the newspapers have been receiving calls and letters "in the hundreds" from admirers of cats—and ads. Most of the people are asking for copies of the ad; some are asking for a photo of the cat; while the rest of the respondents are advertising people praising the ad.



CATTY—*Doyle Dane Bernbach has sent through a hurry-up order for photo prints on heavy stock of this Ohrbach's ad to answer "hundreds" of reader requests.*

The ad opened in the *Journal American, Herald Tribune* and *New York Times*. Then it appeared in the *New York News, World Telegram, New York Mirror* and the *Newark Star Ledger*. This week Ohrbach's West Coast branches will run the ad in the four Los Angeles newspapers.

▪ The ad was conceived by Bill Bernbach, president of the agency, with Bob Gage, art director. Mr. Bernbach wrote the headline while Judy Protos wrote the copy. The ad is the first in a new campaign in which each insertion will be one-of-a-kind, each completely different from the others in the series.

"It wasn't hard to get the cat to wear the hat—it was teaching her to smoke that was difficult," Mr. Bernbach told ADVERTISING AGE—before acknowledging that the ad was actually a stock picture of a cat; the hat and cigaret being expertly added by the art department.

▪ The copy goes like this: "The way she talks, you'd think she was in 'Who's Who.' Well. I found out what's what with *her*. Her husband own a bank? Sweetie, not even a bank *account*. Why that place of theirs has wall-to-wall *mortgages*. And that car? Darling, that's horsepower, not earning power. They won it in a 50¢ raffle. Can you imagine? And those clothes. Of course she *does* dress divinely. But really . . . a mink stole, and Paris suits, and all those dresses . . . on *his* income? Well darling, I found out about that too. I just happened to be going her way and *I saw Joan come out of Ohrbach's.*" #

'Herald-Traveler' Net Is Up

The Boston Herald-Traveler Corp. reported net income of $813,335 for 1957, compared with $646,477 the previous year. A three-week strike by the mailers' union last year was responsible for a reduction of advertising volume in the *Herald-Traveler* by 1,460,000 lines, the annual report said. Net time sales for the corporation's radio and television stations, WHDH and WHDH-TV, were $2,434,000, an increase of more than $500,000 over 1956.

Early-Bird Science on TV

WBKB, Chicago, and the University of Chicago have joined in producing a new educational series on tv, "Science '58." The series, starting March 17 and running daily for 13 weeks, will offer a complete survey of 20th century scientific knowledge. The telecast will appear from 7 to 7:30 a.m. More than 25 top faculty members of the university will participate in the series.

Triangle Names Radio Rep

McGavren-Quinn Co. has been appointed national representative for Triangle radio stations WFBG, Altoona, Pa.; WNHC, New Haven, Conn., and WHGB, Harrisburg, Pa. Triangle's WFIL, Philadelphia, and WNBF, Binghamton, will still be represented by John Blair & Co.

What single compact market buys MORE than the entire state of Virginia
It's The Cleveland Plain Dealer Market
WOW

You can sell it everyday in
The Cleveland PLAIN DEALER

The only Cleveland Newspaper that sells the city and the 26 adjacent counties

Here's how the Cleveland Market sells **4½ billion dollars**

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES*

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	2,247,897	1,999,804	4,247,701
Retail Food Sales	549,318	484,163	1,033,481
Retail Drug Sales	85,930	55,457	141,387
Automotive	382,082	390,920	773,002
Gas Stations	120,031	157,081	277,112
Furniture, Household Appliances	124,695	102,572	227,267

(Source, Sales Management Survey of Buying Power, May 10, 1957)

**Akron, Canton and Youngstown's Counties are not included in above Sales.*

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

ABC Adds Affiliates

A new radio station, WMPT, South Williamsport, Pa., has affiliated with ABC Radio. ABC Radio also has added KOY, Phoenix, and KSWI, Council Bluffs, Ia., as affiliates. The network previously had no outlets in the three cities. KOY formerly was with Mutual, and KSWI was an independent. ABC Television has signed WTVC, Chattanooga, and WLOF-TV, Orlando, Fla., as affiliates. Former affiliates were WDEF-TV, Chattanooga, and WDBO-TV, Orlando, both of which were shared with CBS.

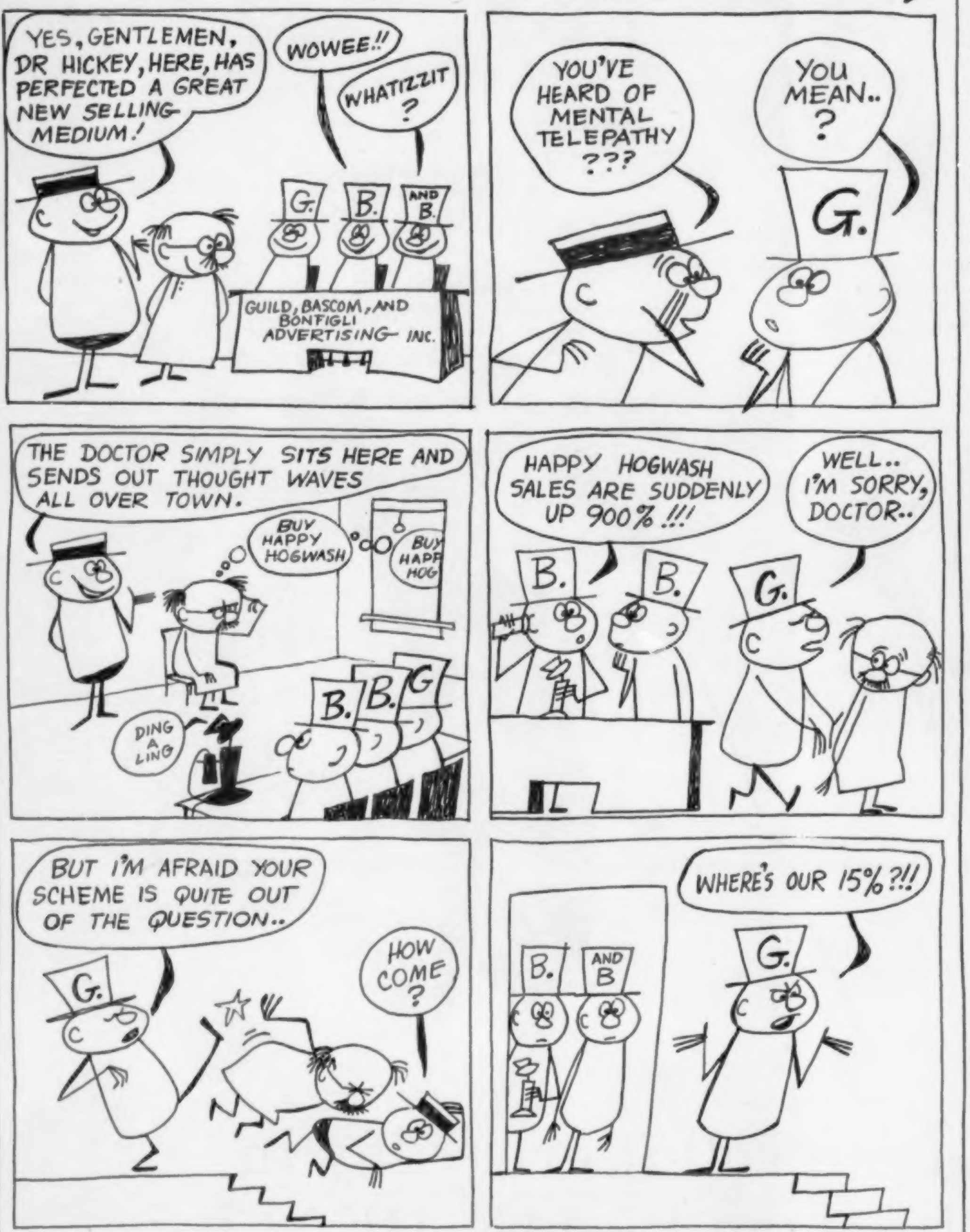
Grey Appoints Four

Grey Advertising, New York, has named Bernard Kahn copy group head, Jack Davis a production supervisor, Richard S. Paige associate media director, and James Kaye radio-tv casting director. Mr. Kahn formerly was with Ted Bates; Mr. Davis with Transfilm; Mr. Paige was with North Advertising and Mr. Kaye was with Benton & Bowles.

EWRR Names Walsh, Hayes

Frank Walsh, formerly associate director of research of McCann-Erickson, New York, has joined Erwin Wasey, Ruthrauff & Ryan, New York, as director of research. His appointment fills out the top-level executive posts at the agency. EWRR also has promoted John D. Hayes, manager of the international department, to a vp.

MEDIUM-RARE (ANOTHER ONE OF THEM PIPEDREAMS AT GUILD, BASCOM, AND BONFIGLI-ADVERTISING SAN FRANCISCO, LOS ANGELES, NEW YORK, SEATTLE)


YES, GENTLEMEN, DR HICKEY, HERE, HAS PERFECTED A GREAT NEW SELLING MEDIUM!
WOWEE!!
WHATIZZIT ?
G.
B.
AND B.
GUILD, BASCOM, AND BONFIGLI ADVERTISING INC.
YOU'VE HEARD OF MENTAL TELEPATHY ???
YOU MEAN.. ?
G.
THE DOCTOR SIMPLY SITS HERE AND SENDS OUT THOUGHT WAVES ALL OVER TOWN.
BUY HAPPY HOGWASH
BUY HAPP HOG
DING A LING
B.
B.
G
HAPPY HOGWASH SALES ARE SUDDENLY UP 900% !!!
WELL.. I'M SORRY, DOCTOR..
B.
B.
G.
BUT I'M AFRAID YOUR SCHEME IS QUITE OUT OF THE QUESTION..
HOW COME ?
G.
WHERE'S OUR 15%?!!
B.
AND B
G.

WE WERE JUST SITTING AROUND AT GUILD, BASCOM AND BONFIGLI THE OTHER DAY (SUNDAY) AND GOT TO FIGURING LAST YEAR'S BOX SCORE.

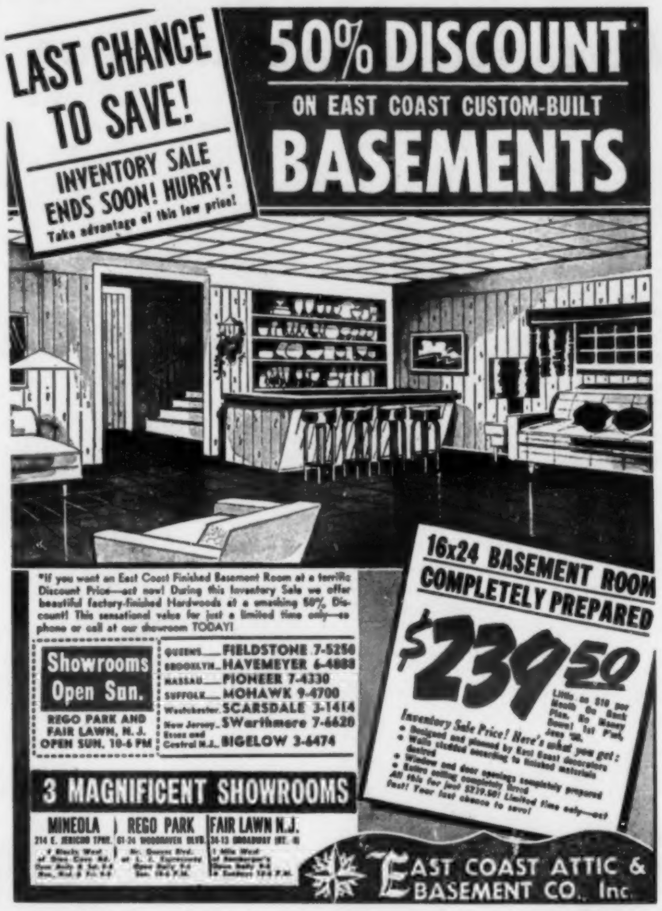
WE FIND WE PRODUCED OVER 1000 MINUTES WORTH OF NEW TV COMMERCIALS DURING THE LAST 12 MONTHS! (WHICH SHOULD STRETCH ABOUT 9½ TIMES AROUND THE WORLD)

'COURSE VOLUME ITSELF ISN'T IMPORTANT BUT PRODUCTION KNOW-HOW ONLY COMES AFTER LOTS AND LOTS OF PRACTICE.

CHECK OUR ADS FOR SKIPPY PEANUT BUTTER, BEST FOODS NUCOA, RALSTON WHEAT CHEX AND RICE CHEX, RY-KRISP AND INSTANT RALSTON, HARRY AND DAVID'S FRUIT-OF-THE-MONTH, MARY ELLEN'S JAMS AND JELLIES, MOTHER'S COOKIES, FARMER JOHN'S HAM, AND HEIDELBERG BEER AND SEE WHAT YOU THINK...

Guild
Bascom and Bonfigli
advertising

Advertising We Can Do Without . . . No. 42



LAST CHANCE TO SAVE!

INVENTORY SALE ENDS SOON! HURRY!

Take advantage of this low price!

50% DISCOUNT

ON EAST COAST CUSTOM-BUILT

BASEMENTS

*If you want an East Coast Finished Basement Room at a terrific Discount Price—act now! During this Inventory Sale we offer beautiful factory-finished Hardwoods at a smashing 50% Discount! This sensational value for just a limited time only—so phone or call at our showroom TODAY!

Showrooms Open Sun.

REGO PARK AND FAIR LAWN, N. J.
OPEN SUN. 10-6 PM

QUEENS.....FIELDSTONE 7-5250
BROOKLYN..HAVEMEYER 6-4888
NASSAU.....PIONEER 7-4330
SUFFOLK.....MOHAWK 9-4700
Westchester..SCARSDALE 3-1414
New Jersey..SWarthmore 7-6620
Essex and Central N.J...BIGELOW 3-6474

3 MAGNIFICENT SHOWROOMS

MINEOLA
214 E. JERICHO TPKE.

REGO PARK
61-24 WOODHAVEN BLVD.

FAIR LAWN N.J.
34-13 BROADWAY (RT. 4)

16x24 BASEMENT ROOM COMPLETELY PREPARED

$239.50

Little as $10 per Month On Bank Plan. No Money Down! 1st P'mt June '58.

Inventory Sale Price! Here's what you get:
- Designed and planned by East Coast decorators
- Walls studded according to finished materials desired
- Window and door openings completely prepared
- Entire ceiling completely furred

All this for just $239.50! Limited time only—act fast! Your last chance to save!

EAST COAST ATTIC & BASEMENT CO., Inc.

SAY THAT AGAIN?—*Alfred Archer, Star Parts Inc., South Hackensack, N. J., nominated this New York copy for the "Advertising We Can Do Without" series. Says he: "The main head, the illustration and the smaller display head just below the illustration all lead the reader to believe that he is getting a finished basement for $239.50. Actually, he is not getting much more than firring and studding."*

EWRR Adds Four to L.A. Staff

Erwin Wasey, Ruthrauff & Ryan, Los Angeles, has added four people to its creative staff. They are Dorothy H. Kane and Peter G. D. Oldham, copywriters, Frank R. Stong, an art director, and Marvin Wartnik, an assistant art director. Miss Kane formerly was a copywriter in the San Francisco office of Foote, Cone & Belding. Mr. Oldham was most recently a writer and account executive for Fuller & Smith & Ross, Cleveland. Mr. Stong has been an art director for Studio Artists Corp., Los Angeles. Mr. Wartnik was an associate art director with N. W. Ayer & Son, Philadelphia.

Joins Columbia Records

Frank Campana, former promotion representative for Columbia Records' New York-Newark distributor, has been appointed national promotion manager of the sales department of Columbia Records, New York.

SPREADING THE NEWS

SINCE 1922

by DAY and NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

WHY *did newspaper readers buy an additional 15,212 copies of The Washington Star on Friday, February 21st?*

WHY *did local advertisers place 37½ more pages of advertising in The Washington Star than in The Post-Times Herald on the same day?*

George Washington's Birthday is the nationally famous Bargain Day in The Nation's Capital.

This is the day when merchants all over the Washington, D.C. area treat the public to the hottest bargains of the year. It is an event that literally packs and jams downtown Washington with eager, excited buyers.

Two things happened in connection with this year's sale that are of the utmost significance to media buyers everywhere:

> **FIRST: Newspaper readers, knowing which paper carries the bulk of the advertising in Washington, D.C., bought an additional 15,212 copies of The Star at the newstands to see what bargains the stores were offering.**
>
> **SECOND: Advertisers, knowing which newspaper consistently brings them the most and best customers, placed 37½ more pages of advertising in The Star than in The Post-Times Herald.**

These two facts show how highly The Star is valued in Washington by both readers and advertisers. They provide current proof of a point we've made again and again—that it is a family habit in Washington to shop the ads at home in The Washington Star.

The Washington Star

EVENING AND SUNDAY ☆ WASHINGTON, D. C.

***Represented nationally by:* O'Mara and Ormsbee, Inc., 342 Madison Avenue, NYC 17; Chicago — Detroit — Los Angeles — San Francisco**

***Special Florida representative:* McAskill, Herman & Daley, Inc., 1205 Lincoln Rd., Miami Beach, Fla.**

The Big Boston Stores that get the Big Bulk of the Business use the Newspaper that gets them the Big Bulk of Boston's Spending Power

JORDAN MARSH
Herald-Traveler led
2nd paper by 1,132,577 lines

FILENE'S
Herald-Traveler led
2nd paper by 92,216 lines

BONWIT TELLER
Herald-Traveler led
2nd paper by 165,141 lines

FRANKLIN SIMON
Herald-Traveler led
2nd paper by 98,914 lines

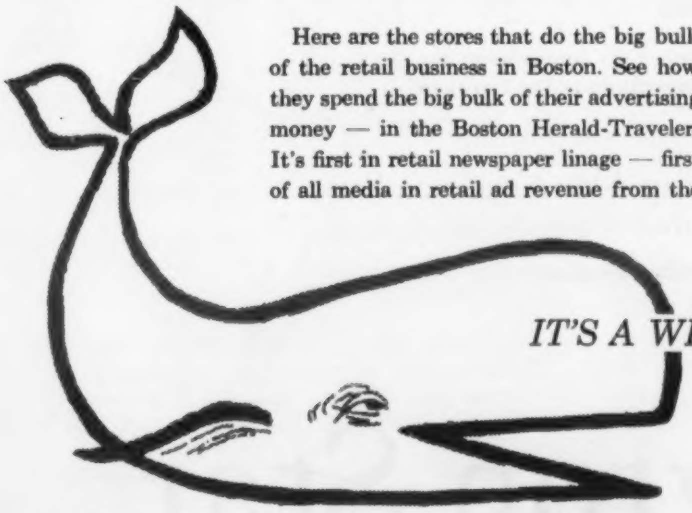
PECK & PECK
Herald-Traveler led
2nd paper by 26,804 lines

BOND CLOTHES
Herald-Traveler led
2nd paper by 70,328 lines

Here are the stores that do the big bulk of the retail business in Boston. See how they spend the big bulk of their advertising money — in the Boston Herald-Traveler. It's first in retail newspaper linage — first of all media in retail ad revenue from the big stores. It's so simple. It's all because the Boston Herald-Traveler delivers the Big Bulk of the total spending power in the big Boston market. It's also true of the biggest shopping centers of Greater Boston. It's been true for years.

TOTAL DISPLAY LINAGE IN BOSTON*	1957	
HERALD-TRAVELER	27,129,048	44.5%
GLOBE	22,443,855	36.8%
RECORD-ADVERTISER	11,356,333	18.7%

*Larger daily plus Sunday



IT'S A WHALE OF A MARKET– and the Herald-Traveler
is Boston's Basic Buy
One Contract Delivers the "Big Bulk" in Boston

The Boston Herald-Traveler

Represented nationally by **GEORGE A. McDEVITT CO., INC.** New York • Chicago • Philadelphia • Detroit • Los Angeles

Special travel and resort representative **HAL WINTERS COMPANY,** 7136 Abbott Avenue, Miami Beach, Florida

Feature Section

Advertising Age

Offer Something Extra: Borton

Weiss Reviews Fair Trade Standing

A Cosmetic Alarms the C.M.

No Holidays for Bargainers in '58

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Salesense In Advertising . . .

Hopkins' Appeals Not Directed to Economic Motives

By James D. Woolf

Some time ago, a well known newspaper researcher was quoted as urging ADVERTISING AGE to get rid of its "claque" of featured columnists, "such as Jim Woolf, Clyde Bedell, and the Creative Man."

James D. Woolf

"For years," he told his audience, "advertising theory has been completely dominated by the Hopkins school, stressing the importance of telling product benefits. *This appeal is, in theory, entirely directed to the consumer's economic motives.*" The italics are mine.

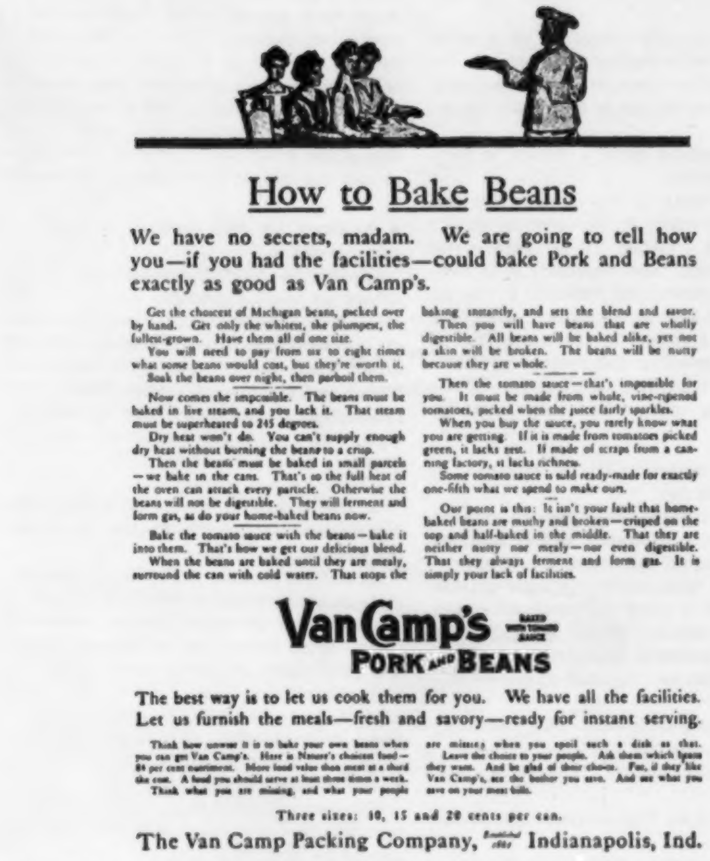
This man was (and still is) misinterpreting his Hopkins. Claude Hopkins' copy appeals seldom referred directly to economic motives. One of his most famous campaigns, and a spectacularly successful one, Pepsodent's *"Film on Teeth,"* made little or no reference to the economy of this product. Nor did his effective Palmolive soap campaign which featured a *"Schoolgirl Complexion"* as its promised benefit. Ditto for Van Camp's Pork and Beans. Ditto for Schlitz beer. Ditto for Goodyear tires. Ditto for Puffed Wheat and Puffed Rice: *"Food shot from guns." "Grains puffed 8 times normal size." "125 million steam explosions caused in every kernel."*

■ Claude Hopkins, in fact, was not especially interested in economic motivation. In his splendid little book, "Scientific Advertising," he says this: "We learn that cheapness is not a strong appeal. Americans are extravagant. They want bargains, but not cheapness. They want to feel that they can afford to eat and have and wear the best. Treat them as though they could not, and they resent your attitude." On another page he says that "a higher price may be even an inducement. Some lines are judged largely by price. A product which costs more than the ordinary is considered above the ordinary."

No, Claude Hopkins' copy appeals were NOT directed in theory entirely to the consumer's economic motives. Hopkins' tenets concerning reason-why copy as salesmanship-in-print had only secondary reference to economics.

■ Many of the most successful campaigns we see in print today adhere to Hopkins' basic doctrine. The lessons he learned three or more decades ago are just as meaningful today.

Says Hopkins in his book: "Human nature is perpetual. In most respects it is the same today as in the time of Caesar. So the principles of psychology are fixed and enduring. You will never need to unlearn what you learn about them." #



How to Bake Beans

We have no secrets, madam. We are going to tell how you—if you had the facilities—could bake Pork and Beans exactly as good as Van Camp's.

Get the choicest of Michigan beans, picked over by hand. Get only the whitest, the plumpest, the fullest-grown. Have them all of one size.

You will need to pay from six to eight times what some beans would cost, but they're worth it.

Soak the beans over night, then parboil them.

Now comes the impossible. The beans must be baked in live steam, and you lack it. That steam must be superheated to 245 degrees.

Dry heat won't do. You can't supply enough dry heat without burning the beans to a crisp.

Then the beans must be baked in small parcels—we bake in the cans. That's so the full heat of the oven can attack every particle. Otherwise the beans will not be digestible. They will ferment and form gas, as do your home-baked beans now.

Bake the tomato sauce with the beans—bake it into them. That's how we get our delicious blend.

When the beans are baked until they are mealy, surround the can with cold water. That stops the baking instantly, and sets the blend and savor.

Then you will have beans that are wholly digestible. All beans will be baked alike, yet not a skin will be broken. The beans will be nutty because they are whole.

Then the tomato sauce—that's impossible for you. It must be made from whole, vine-ripened tomatoes, picked when the juice fairly sparkles.

When you buy the sauce, you rarely know what you are getting. If it is made from tomatoes picked green, it lacks zest. If made of scraps from a canning factory, it lacks richness.

Some tomato sauce is sold ready-made for exactly one-fifth what we spend to make ours.

Our point is this: It isn't your fault that home-baked beans are mushy and broken—crisped on the top and half-baked in the middle. That they are neither nutty nor mealy—nor even digestible. That they always ferment and form gas. It is simply your lack of facilities.

Van Camp's BAKED WITH TOMATO SAUCE

PORK AND BEANS

The best way is to let us cook them for you. We have all the facilities. Let us furnish the meals—fresh and savory—ready for instant serving.

Think how unwise it is to bake your own beans when you can get Van Camp's. Here is Nature's choicest food—84 per cent nutriment. More food value than meat at a third the cost. A food you should serve at least three times a week.

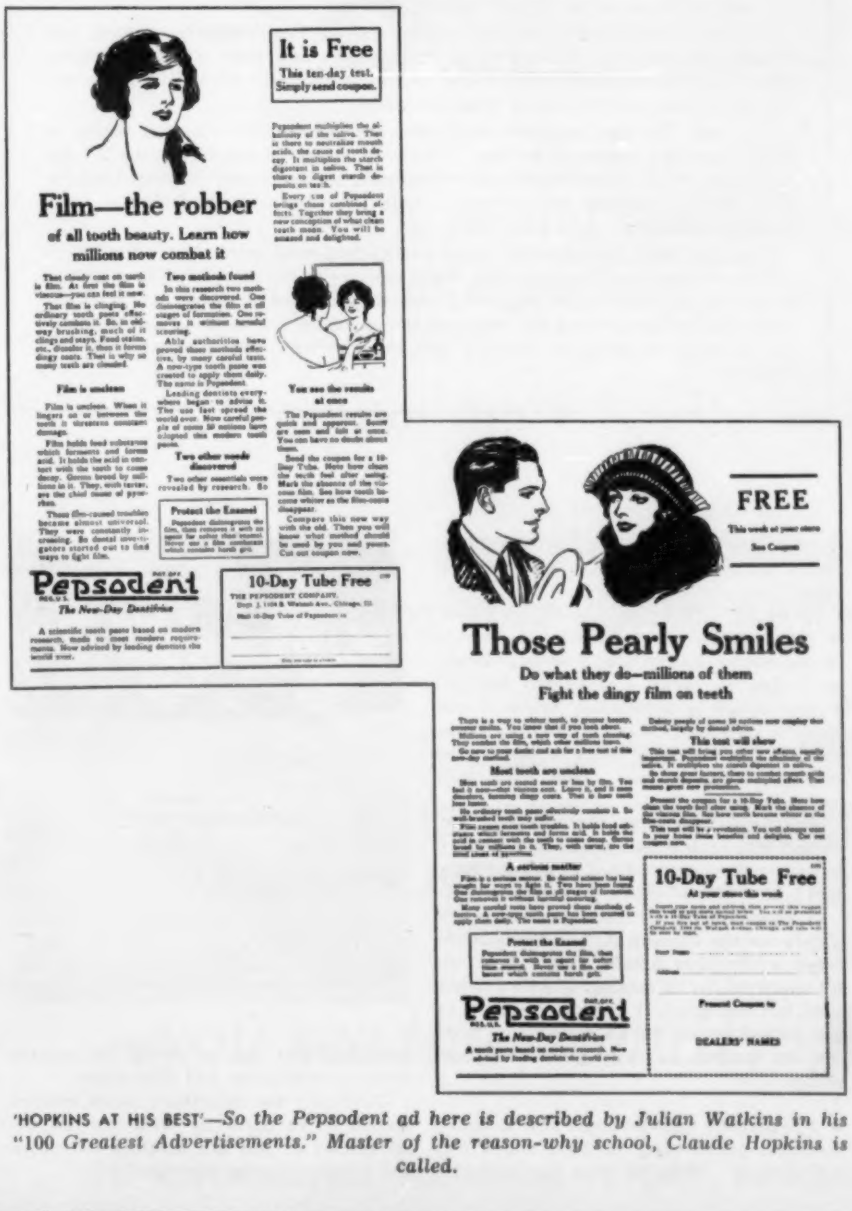
Think what you are missing, and what your people are missing when you spoil such a dish as that.

Leave the choice to your people. Ask them which beans they want. And be glad of their choice. For, if they like Van Camp's, see the bother you save. And see what you save on your meat bills.

Three sizes: 10, 15 and 20 cents per can.

The Van Camp Packing Company, Established 1861 Indianapolis, Ind.

REASON-WHY—*This Ladies' Home Journal advertisement of 1908 is typical of the Claude Hopkins long-copy, reason-why technique.*



It is Free
This ten-day test. Simply send coupon.
Film—the robber
of all tooth beauty. Learn how millions now combat it
Two methods found
Film is unclean
Two other needs discovered
Protect the Enamel
You see the results at once
Pepsodent
The New-Day Dentifrice
10-Day Tube Free
THE PEPSODENT COMPANY
FREE
This week at your store
See Coupon
Those Pearly Smiles
Do what they do—millions of them
Fight the dingy film on teeth
Most teeth are unclean
A serious matter
This test will show
Protect the Enamel
Pepsodent
The New-Day Dentifrice
10-Day Tube Free
At your store this week
Present Coupon to
DEALERS' NAMES

'HOPKINS AT HIS BEST'—*So the Pepsodent ad here is described by Julian Watkins in his "100 Greatest Advertisements." Master of the reason-why school, Claude Hopkins is called.*

Looking at Radio and Television . . .

How to Leave Commercials on the Air

By the Eye and Ear Man

The one dream of an agency research department is to find a way to prove the effectiveness of advertising and its relation to sales. Only in this way will advertising expenditures be adjusted scientifically instead of by rule of thumb, which varies widely and illogically.

Second to this wish is the related desire to find a way to measure the longevity of commercials and, indeed, their effectiveness. To know when a commercial is sinking in and when a commercial is sinking the product by over-exposure is a primary goal.

Since there is no scientific data on this subject, the opinion of the agency and client must prevail. Here are some of the philosophies which govern the prevailing policies.

■ 1. *Repetition is the key to commercial success.*

Whether fighting a war with propaganda or selling a product, it is axiomatic that the recipient of the vital message is totally indifferent to that message and can be reached with believability only after repeated reiterations of the principal claims.

It is further a fact that, in television, the same homes do not tune in week after week. The obvious reasons are that the same people have got to be sick, out of the house, watching another show, or too busy. Therefore, different people are available each week, although the average home will see about two out of every four shows if the show is popular. It is also a fact that the attention factor to a commercial is between 50% and 70% in the main, and that only after repeated exposure can the message be pounded through the noggins.

On a very popular show or on a show with a very outstanding commercial, the changes must be more frequent than with a dull commercial or a low-rated show.

▪ 2. *An attention-getting device is necessary for success.*

The main body of the commercial can be fairly repetitive if the opening device is varied and original. To get people out of their lethargy and mobility, it is necessary to do something striking. It can be the ringing of a gong, a gunshot, or merely shooting off a rocket to the moon, but it must be provocative and related by transition to the text that follows. The better these are, the more often they must be changed.

3. *Enough money must be budgeted to do an adequate job.*

Naturally, commercials depend on the treatment—live, animated, action, outdoor shooting, personal salesman, etc. The process will vary from relatively little outside of salary for a good personal salesman (except for simple props) to $50,000 a minute for a whizzer. In general, however, these prices can be considered representative.

Simple, straightforward live commercial, $3,000 a minute.

Simple film commercial, $2,500 a minute.

Outdoor or busy film commercial, $7,500 a minute.

Simple animation, $7,500 a minute.

Deluxe animation, $10,000 a minute.

▪ Once again, before anybody hoots and hollers, these *must be considered rough averages* and can vary sharply within each category, depending on luck, experience, bids, and efficiency. The total cost for an advertiser with a half-hour show 52 weeks a year will be in the neighborhood of $500,000, if the commercials were modestly produced and all different.

Since this is a little high, and since the factor of turnover or inattentiveness in the audience must be considered, the rotation of pool commercials was invented. Again generalization is difficult, but the following schedule is possible:

Three products share a program 52 weeks of the year. Each has a good commercial costing about $5,000 a minute and shares in the openings and closings. By having eight commercials and rotating them, a commercial need not be repeated more than six or seven times a year or every two months. This is a total cost of $40,000 a brand or $120,000 a year for all commercials for a company, plus openings and closings. Certainly this is not too frequent for any but the most avid viewer and allows a company to spend much more money per unit if a hot idea is developed.

▪ 4. *Don't let the show overpower the commercial.*

It must be carefully considered that as shows get more expensive and lavish, the commercials must match them. Especially on spectaculars, there has been a shabby effect when dowdy commercials have followed an extravagant theme. While overproduction should be avoided in commercials, they cannot be dwarfed by any program.

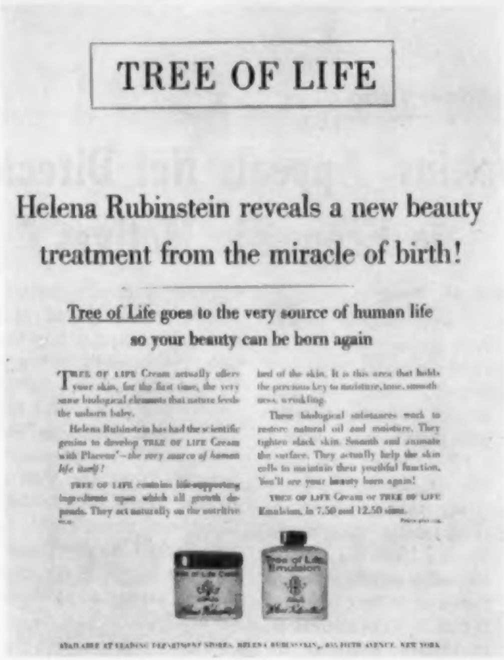
5. *The audience doesn't get tired of the commercial as quickly as the client and the agency.*

Actually, repeated exposure to commercials in every stage of production and on the air tends to make a client weary of them—often before the indifferent public has even been aware of them. Also the more intelligent the viewer, the more critical he is likely to be. And the more vocal viewers may write letters of complaint long before the average viewer even knows the commercial is on.

The conclusion of this treatise is simply that all generalizations contained herein should be promptly thrown out the window. No situation is exactly like another. No exact research is possible and judgment reigns supreme. One thing is clear. The success of any sales campaign rests in the sell. Top level attention in detail must be allotted to this problem. #

The Creative Man's Corner . . .

Source of Human Life!



TREE OF LIFE

Helena Rubinstein reveals a new beauty treatment from the miracle of birth!

Tree of Life goes to the very source of human life so your beauty can be born again

Just a few days before coming upon this Rubinstein ad in *Vogue,* we had read in the newspapers of the bitter dispute in jolly old England about artificial insemination. *Is* a woman who has herself a test-tube baby guilty of adultery or *isn't* she?

We sort of found ourself on the side of the Church of England—which ruled that, if a woman wants a baby, she shouldn't go about it the way she would if she wanted to immunize herself against tetanus.

Full of these thoughts, you can understand our bewilderment—indeed, our *embarrassment*—over reading about Rubinstein's new Tree of Life Emulsion. This stuff, the headline says, comes from "the miracle of birth." Since it's named Placene, we could only think the worst.

However, the copy contains some other statements that can only cause an aging male like ourself to wonder. "*The very source of human life itself!*" the copy says. Hmm. These biological substances, the copy says further, "tighten slack skin . . . animate the surface . . . help the skin cells to maintain their youthful function."

Copy like this, intentionally vague and packed with words to set the imagination soaring, can be dangerous. Right now we're thinking of picking up the large economy size jar of the cream and using it as a spread on our morning toast—as well as pouring the emulsion in our coffee like cream. And, depending on what happens, or doesn't, you can bet we'll be in touch with the Madame! #

Mail Order and Direct Mail Advertising . . .

'Offer Something Extra of Direct Value to Get Inquiries and Sales'

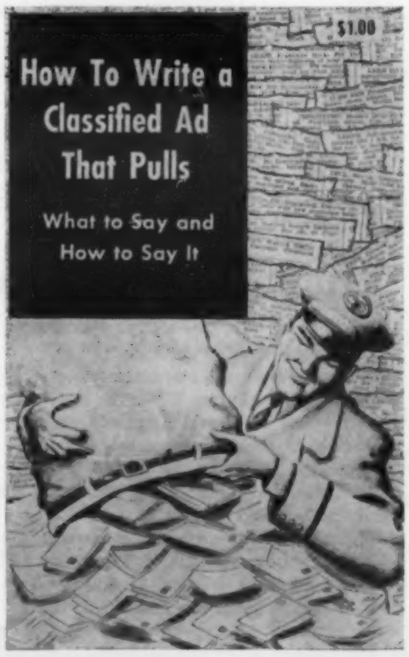
By Elon G. Borton

On my desk are three good illustrations of offering something extra if you want inquiries and business. Call it a gimmick, but experienced mail order and direct mail advertisers know it works.

Elon G. Borton

Kelly Bros., nursery in Dansville, N. Y., in a half-column ad in the January *American Home,* offered a "Free Landscape Kit" to inquirers. I could hardly wait to answer—me with a new home in the woods now being landscaped—but I really didn't expect much.

But in addition to a 68-page, four-color catalog, I received a very attractive, usable kit: a 16-page booklet illustrating every section of a yard with drawings of the proper shrubs to put there and a description—size, color, flowering time, etc.—of each shrub. There was a work sheet for my use with a page of cut-outs of plants. And of course, a price list of all the shrubs listed, an order form and a return envelope.



$1.00

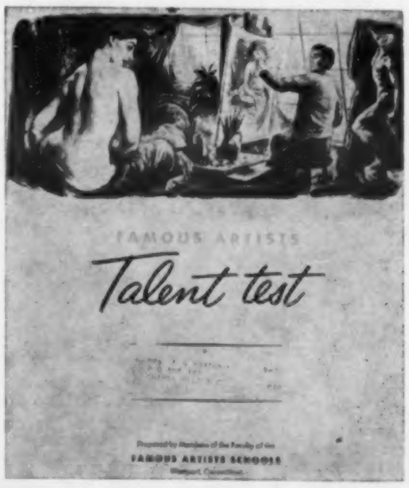
How To Write a Classified Ad That Pulls

What to Say and How to Say It

▪ Virg Angerman, publisher of *Science & Mechanics,* has written a 48-page booklet, "How to Write a Classified Ad that Pulls," which is remarkably practical and helpful. Obviously it is partially a promotion for his magazine but that part is relatively inconspicuous. That will pull many inquiries.

Mr. Angerman adds another gimmick. Bound into each book (which sells for $1) is a slip offering a credit of $2 toward payment of a classified ad in his magazine.

A page ad in the Sunday *New York Times* for the Famous Artists Schools offered a "Famous Artists Talent Test" to all inquirers for its catalog. The idea is not new, but still good. It gives an added reason for answering the ad, since many people are curious as to whether they can draw.



FAMOUS ARTISTS

Talent test

FAMOUS ARTISTS SCHOOLS

▪ The mailing adds an angle new to me—a double postal reply card on which the recipient is asked to help the schools' salesman find him by giving his location both by description and a diagram.

Obviously the something extra offered should fit in naturally with the product advertised or you are diluting too much the quality of your inquiries. #

Here's a model that's fresh-'n'-friendly...
bright-'n'-sprightly... and right up-to-the-minute...

Just like the friendly Free Press!

In Michigan the Free Press is the most popular daily newspaper.

In fact, more families now read the Free Press than ever have read any daily paper in the entire history of Michigan!

–you see the friendly **Free Press** *everywhere!*

REPRESENTATIVES: NATIONAL – STORY, BROOKS & FINLEY; RETAIL – GEORGE MOLLOY, NEW YORK

On the Merchandising Front . . .

Fair Traders Still Try the Legal Approach

By E. B. Weiss

(Note: I had written this column about two weeks before General Electric, Sunbeam, Toastmaster and others discontinued their adherence to fair trade. Immediately after this disaster hit the fair trade camp I reread what I had written and satisfied at least myself that the new situation required no change in my basic contention that a new federal price-fixing law will achieve no more than did previous price-fixing legislation and will be no more in the public interest.)

Early in February it was reported that legislation to create a national Fair Trade Act was being introduced in both Houses of Congress. While there is apparently little expectation on the part of the sponsors of the bill that legislation will be enacted this year, I believe that a bit of examination into the legal approach for fair trade might be in order.

E. B. Weiss

First, permit me to state that I am not a *complete* opponent of fair trade, although I dislike it enough to bristle over the phrase itself. I was far from enthusiastic about this form of business control when it was called—properly—price maintenance. I have seen little reason to be any more enthusiastic about it when the entirely accurate connotations of "price maintenance" were declared off-bounds and the presumably more palatable "fair trade" substituted. It is still price maintenance, of course!

▪ Second, permit me to say that I thoroughly agree that a policy of price control has considerable merit for some manufacturers—not for many, but for some. (Simultaneously, I would like to add that price maintenance—or fair trade—in my opinion *generally* is *not* in the public interest.)

Third, permit me to say that there is apparently some advisability for a legal background for a policy of price control instituted by a manufacturer selling through wholesalers and/or retailers. Moreover, a federal law *might* enable control over the offering of price-maintenance items by mail in fair trade states by companies having a base in an "open" state.

Now—having established these points—let us proceed:

1. Although price control legislation has been shot full of holes over the last several years, I have yet to hear of many well-established manufacturers who had been operating under this policy who have gone through serious reverses as a consequence of the breakdown in the legal situation. Have you? Presumably this policy was the *keystone* of their merchandising programs. Yet, oddly enough, when this keystone was yanked out from under them, the net effect was scarcely a ripple in most instances. Question: Is a national law proper for the few exceptions?

▪ **2.** A small group of manufacturers—especially some of the companies in drugs, sundries, and other miscellaneous lines—who had been earnest about price maintenance, continued to function under price control with little untoward impact on their marketing structures despite legislative setbacks.

3. But the bald fact is that, for the majority of manufacturers who issued so-called fair trade agreements, this was simply a front; a pose; a gesture. For the very large majority of fair trade manufacturers there was little, if any, *real* desire to maintain prices. They had price maintenance only in theory—not in fact. Legislative reverses therefore affected them very little.

4. For these same manufacturers there was little, if any, effort to police their price agreements—and where policing was tried it, too, tended to be a gesture. Indeed, not 2% of fair trade manufacturers whose lines required policing could allocate the money, time, energy needed for effective policing! And when General Electric reports that, in one city, no less than 10% of the independent merchants were cutting prices on its small electrics, it is proper to conclude that not even GE can effectively police price control.

▪ **5.** Most manufacturers operating under these price agreements—not all, by any means, but certainly most—have other policies that make a total hodge-podge of these awesome looking documents. These other policies include trade and consumer deals that turn price control into a shambles; methods of disposing of old models, old packages, etc., that have the same end result; policies seeking the broadest possible distribution with the inevitable result that these brands wound up in price-slashing outlets; trade margins so ridiculously large as to invite price slashing; fictitious fair trade prices; etc., etc. I know of no other business policy that, time and again, has been so completely frustrated by other policies and practices as has been true of price agreements. (Even employe discount policies have opened up big loopholes in price-control arrangements.)

6. Retailing is in ferment. That ferment cannot be stopped by price control legislation. It wasn't stopped during the 1946-1950 era of shortages. It won't be stopped in a competitive era.

7. Low-margin retailing is the order of the day—even the oldtime discount houses gone respectable (by which I mean the mail order chains, the drug chains, the food chains, the variety chains, the department stores) are being compelled to consider such new plans as merchandise management accounting in order to find a new mathematical approach to profitable low-margin retailing. (I might add that *accounting technique* alone will never make the old-line discount houses competitive with the new-line discount houses; accounting techniques do not lower costs and the really great difference between the old and the new discount house is in *overhead*, not in accounting procedure.) In any event, low-margin aims by both traditional mass outlets and by the newer outlets will not be throttled by price control legislation, and should not be so throttled, I might add.

▪ **8.** No law that sets itself athwart the tide of marketing trend and of public interest—and let us bear in mind that marketing trends, themselves, simply reflect trends in public habits and desires—can ever function effectively. I think this is axiomatic. And because price maintenance is so contrary to current marketing trends, and in particular is so contrary to the public-approved trend toward low-margin retailing, I am positive that a federal law would add few manufacturers to the present roster of price-maintained brands.

9. I believe that price control legislation—no matter what phrase is used to describe it—essentially attempts to set itself athwart the tide of marketing trend and public interest. Consequently, even though a small group of manufacturers unquestionably operate under price control in a manner that represents sound business economics and may even involve, *for these few*, sound public interest, for the large majority of manufacturers, price control is a sham, a farce, a fraud and in nowise benefits the public.

I therefore conclude that the *legal* approach to price maintenance—I hate to use that public relations coinage "fair trade"—will be as weak in the future as it has obviously been in the past. When the large majority of manufacturers who preach price control really *want* price maintenance; when the large majority of manufacturers *back up* price maintenance with supporting *marketing* policies; when the large majority of manufacturers back up price maintenance with strict *policing*, and when price maintenance is in the *public* interest; then and then only, will the legal approach have merit.

▪ As they say in a certain well-known borough of New York: "You should live that long!" #

Looking at the Retail Ads

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

Here's a parallel in candy advertising. Same type item—three different stores in two metropolitan cities.

At the upper left is a Milwaukee ad. It must have sold its head off. It was run in very early fall. "New, cool, and wonderful! a whole pound box for just $1. Almond Bark. Thick, rich, white Vanilla cream. The melt-on-your-tongue consistency of [of all things] milk chocolate! Sounds contradictory . . . it isn't. One delicious bite and you'll be saying the same thing. Chock-full of almonds. Choice, crunchy, bittersweet almonds imbedded in the rippling tree-bark cream. You buy it in great chunks, break off the size you like for nibbling. Take home a whole pound for just $1."

That is advertising! Advertising is professional selling, multiplied. Whoever prepared this ad knew, not only something about candy, but something about selling—about getting people to respond to the printed word. Such an ad stands on its own.

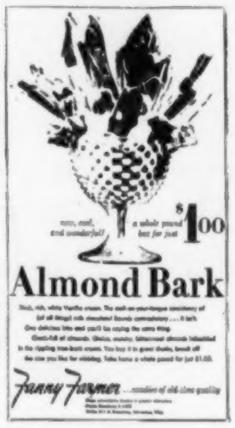
▪ The ad at the right is from a paper with nearly a million circulation. It is perhaps "brand impression" advertising? The figure at the top is apparently an inebriated gentlemen—dancing with eyes closed to a verse that says: Blankey's candies are the best,/On that fact you sure can rest./Try them once, and you will know/Why Blankey's candies steal the show."

Just how many readers are impelled to buy Blankey's candies because of such a verse, it would be very difficult to establish. But maybe you are supposed to have an "impression" that you will be drunk with delight if you buy Blankey's candies.

Apparently realizing it takes something more than a few unsupported generalities to get the shekels flowing, the ad goes on to present "Wafer Thin Chocolate Bark, Almond, Pecan, and Ting-a-ling. $1.50 lb."

Perhaps this candy has to sell for 50¢ a pound more to cover the waste in the advertising?

Copy says: "For a candy treat that's really new try Blankey's Almond, Pecan, and Ting-a-ling Chocolate Bark. It's wafer thin and the nuts are sliced to bring out delicate flavor. In ivory, milk, or dark chocolate." That's all.

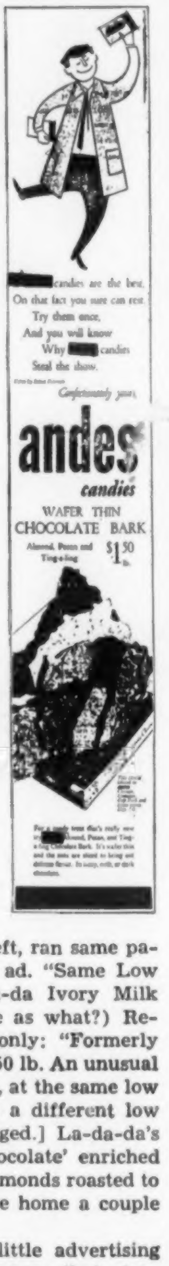


new, cool, and wonderful!

a whole pound box for just $1.00

Almond Bark

Fanny Farmer . . . candies of old-time quality



[redacted] candies are the best,
On that fact you sure can rest.
Try them once,
And you will know
Why [redacted] candies
Steal the show.

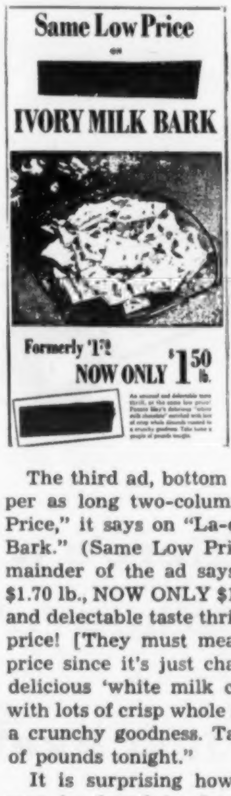
Confectionately yours,

andes candies

WAFER THIN CHOCOLATE BARK

Almond, Pecan and Ting-a-ling $1.50 lb.

[redacted]



Same Low Price on

[redacted]

IVORY MILK BARK

Formerly $1.70

NOW ONLY $1.50 lb.

[redacted]

The third ad, bottom left, ran same paper as long two-column ad. "Same Low Price," it says on "La-da-da Ivory Milk Bark." (Same Low Price as what?) Remainder of the ad says only: "Formerly $1.70 lb., NOW ONLY $1.50 lb. An unusual and delectable taste thrill, at the same low price! [They must mean a different low price since it's just changed.] La-da-da's delicious 'white milk chocolate' enriched with lots of crisp whole almonds roasted to a crunchy goodness. Take home a couple of pounds tonight."

It is surprising how little advertising may be found in the papers that steps right up to bat and tries to achieve all it can for the subject matter—without juvenility, coyness, "creativeness," extraneous ideas, and other wasteful dodges. #

Employe Communications . . .

No Holidays for Bargainers in 1958

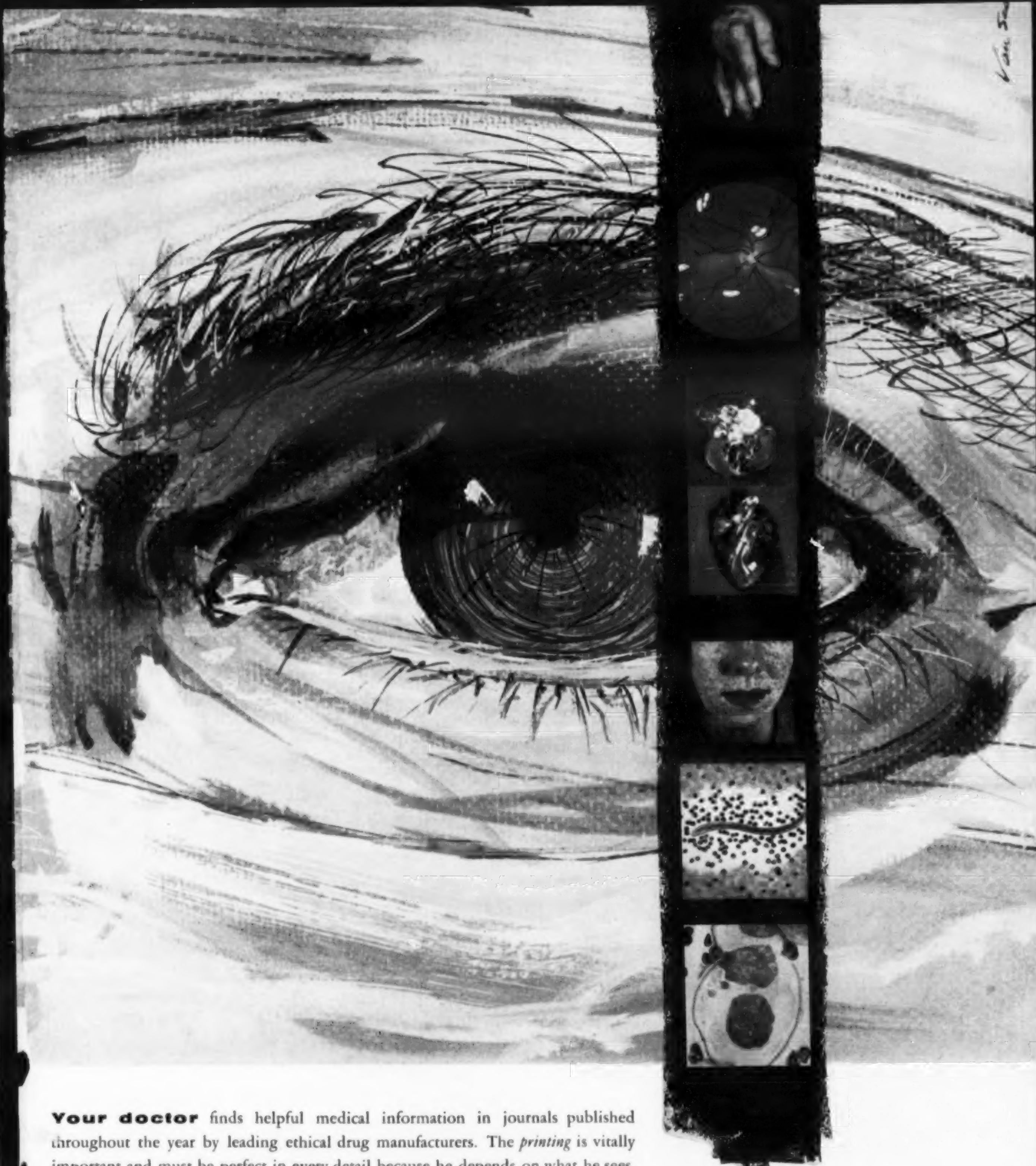
By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

The decelerated tempo of our industrial economy has led some management men to conclude that 1958 is to be the year of the great labor honeymoon. They point with grim satisfaction to the unemployment figures which, to them, suggest a logical moratorium on wage increases and broadened benefits.

This makes nice reading, but it lacks the perfume of credibility for firing-line industrial relations people. A couple of thousand of these, gathered in Chicago's Palmer House for the midwinter personnel conference of the American Management Assn., seemed united in the opinion that things look tough. Walter Reuther's pillar-to-post routines in describing labor's demands for 1958 have surprised and amused some, but they all know that when the chips are down, organized labor will probably be prepared for a showing of hands.

One of the AMA speakers whose views seemed to typify the sentiments of the delegates was Gordon L. Thayer, director of industrial relations of Vitro Corp. of America. (Actually Mr. Thayer's talk was delivered for him, since his departure from New York coincided with a blizzard



Your doctor finds helpful medical information in journals published throughout the year by leading ethical drug manufacturers. The *printing* is vitally important and must be perfect in every detail because he depends on what he sees. Color match in surgical photography is just one example. Clement produces these journals in color and gets them out to every doctor every month, right on time.

Moral: you can depend on Clement for fine printing at reasonable cost, including distribution exactly where and when you want it. To bring full value, your printed message must really sparkle. With sharp, clean color printing by Clement, it will. For catalogs, mailing pieces, package inserts, books, folders, periodicals . . . any large edition printing job . . . ask your Clement sales office (below).

J. W. Clement Co.
Manufacturers of Quality Printing
EXECUTIVE OFFICES & PLANT:
8 LORD STREET, BUFFALO 10, NEW YORK

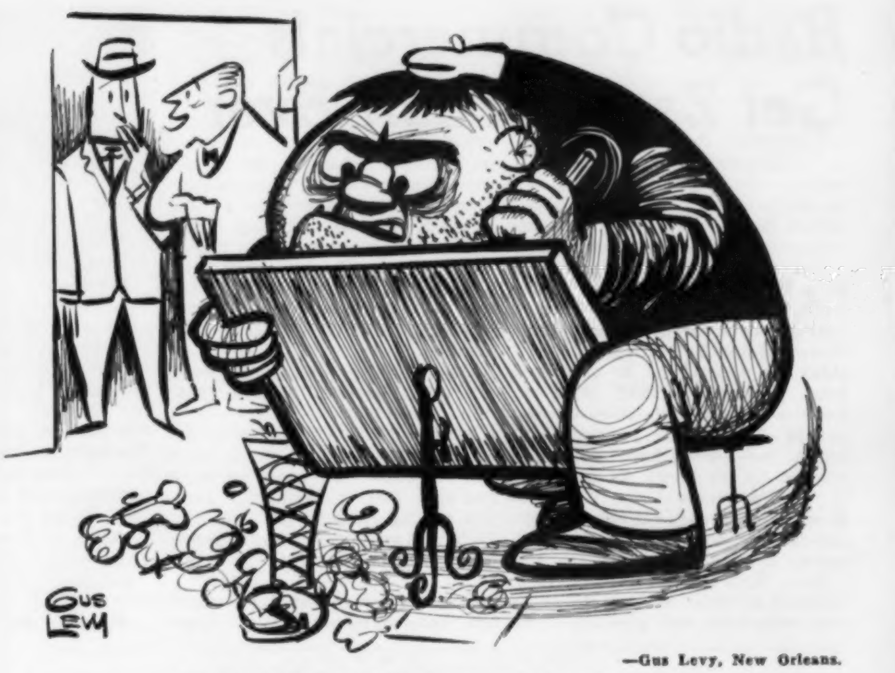
SALES OFFICES: GRAYBAR BLDG., **NEW YORK,** FISHER BLDG., **DETROIT.** SUBSIDIARIES: PACIFIC PRESS, INC., **LOS ANGELES,** PHILLIPS & VAN ORDEN CO., **SAN FRANCISCO**

which left him on the outskirts of Batavia when he was due on the AMA platform.) The birth of Sputnik and the resulting priority of defense matters over labor negotiations have reduced the chance of any major labor legislation this year, Mr. Thayer feels. Once you have taken labor legislation out of the spotlight and added the reluctance of congressmen to take it up in an election year, Mr. Thayer believes, there seems to be little reason to be optimistic about major legislative achievements in this area.

Although the McClellan committee has been looking into such matters as the democratic processes in union affairs, security of union funds, standards of conduct and regulation of employe welfare funds, Mr. Thayer is of the opinion that some version of a bill to regulate employe welfare funds might be passed, and that's about as much as anyone can hope for.

The Reuther interim advocacy of various causes has been interesting. When the circuit of the bases is complete, he's right back at increased wages and benefits, the point at which he started. Meanwhile he has plumped in favor of a four-day work week for five days' pay, abandoned it for a profit-sharing plan which industrialists and economists found bizarre, and returned then to the simple issue of more money and wider benefits.

Surveying the scene, Mr. Thayer observed that "we can look to 1958 as a year of stiff demands, tough bargaining and an increase in strikes of major proportions." That's the way it looks to him. That's the way it looks to many people in industrial relations. #

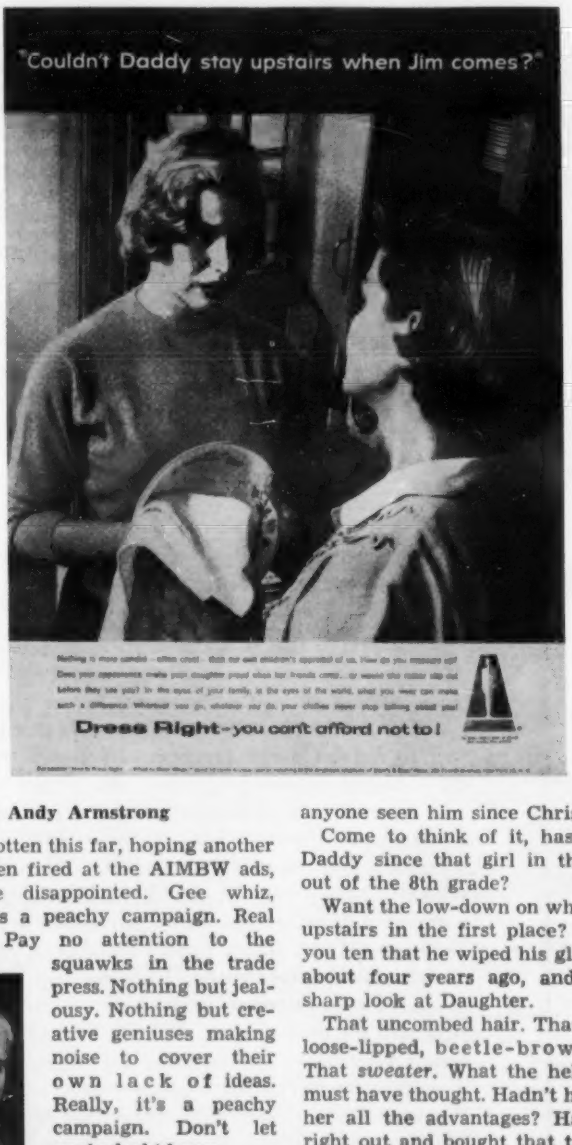


—Gus Levy, New Orleans.

"That's Bruno. He does our rough roughs."

From an Art Director's Viewpoint . . .

Daddy, Won't You Please Come Down?


"Couldn't Daddy stay upstairs when Jim comes?"
Dress Right—you can't afford not to!

By Andy Armstrong

If you've gotten this far, hoping another onion has been fired at the AIMBW ads, you will be disappointed. Gee whiz, friends, that's a peachy campaign. Real gone stuff. Pay no attention to the squawks in the trade press. Nothing but jealousy. Nothing but creative geniuses making noise to cover their own lack of ideas. Really, it's a peachy campaign. Don't let anybody kid you.

Andy Armstrong

"Daddy" is our worry, today. He may not be entirely himself. He may be in trouble.

He isn't in the picture. He's upstairs. We know this, because the headline doesn't say, "Couldn't Daddy GO upstairs . . ." Instead it says, "Couldn't Daddy STAY upstairs . . ."

That raises all kinds of questions.

▪ How long has Daddy been upstairs? Did he go up there after dinner, or has he been there all day? Have they been carrying his meals to him for some time now? Has he refused to talk to the minister? Has anyone seen him since Christmas?

Come to think of it, has anyone seen Daddy since that girl in the picture got out of the 8th grade?

Want the low-down on why Daddy went upstairs in the first place? Five will get you ten that he wiped his glasses one day, about four years ago, and got a good, sharp look at Daughter.

That uncombed hair. That slack-jawed, loose-lipped, beetle-browed petulance. That *sweater*. What the hell is this?—he must have thought. Hadn't he tried to give her all the advantages? Hadn't he gone right out and bought that tv set on time, after he'd discovered, through Angelo Patri, that she must be the butt of her schoolmates, staring at her radio? (Of course, it was a 20-inch screen, not a 24-inch, but that couldn't be reason for her to get sore.) And those butterfly-with-nosebleed neckties she bought him. Hadn't he always worn them without a murmur? Then why was she so hard to get along with? Her mother was never that mean.

▪ That look at Daughter was too much for Daddy. He went upstairs.

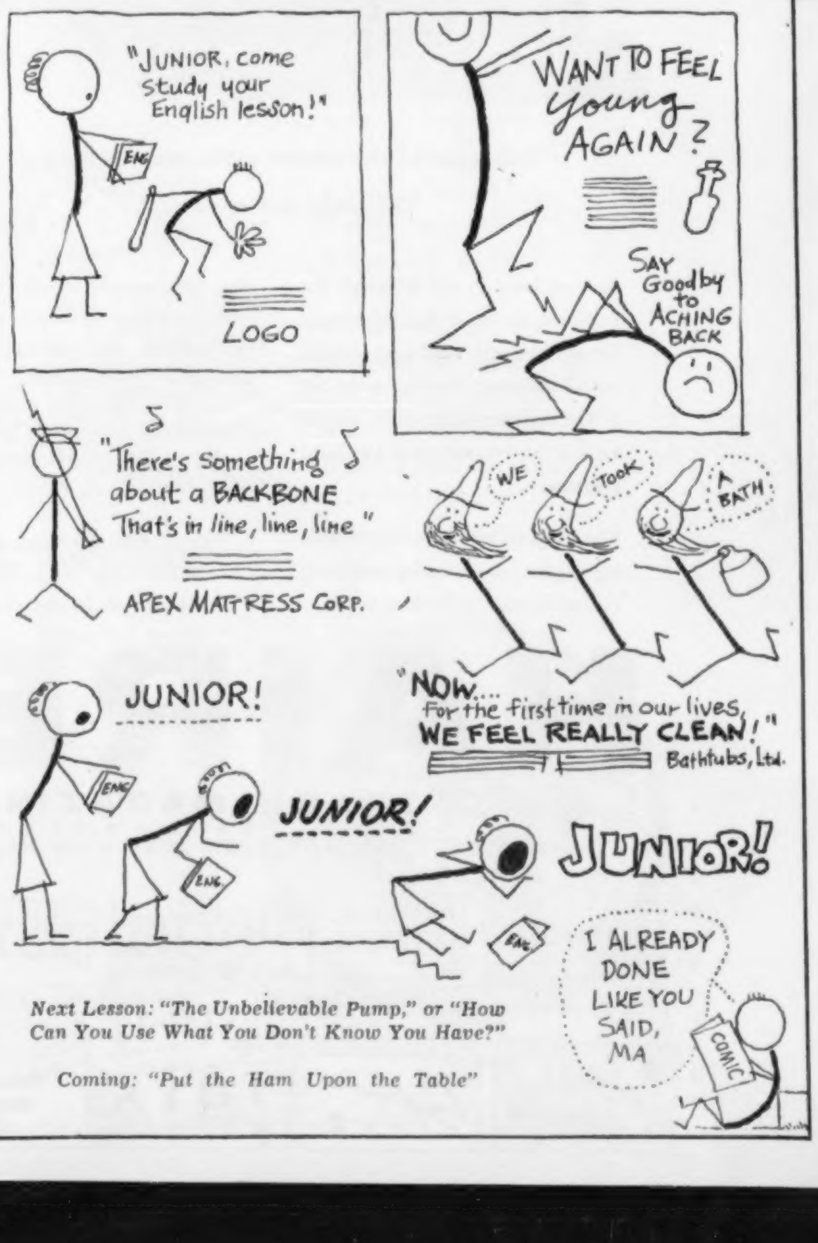
Now, he just eats and sleeps, reads space adventure, sits around in his pajamas. She can stop sweating. He's *never* coming down. #

DRAWTHINKS, by Pinson

The COPYWRITER'S Art Course

Backbones for copywriters

Stick figures are ideal for studying basic positions of torso; their proper use can indicate subtle or dramatic importance in composing roughs for art department instructions. Study these examples of fitting backbones to words, then try some yourself.


"JUNIOR, come study your English lesson!"
ENG
LOGO
WANT TO FEEL Young AGAIN?
SAY Goodby to ACHING BACK
"There's Something about a BACKBONE That's in line, line, line"
APEX MATTRESS CORP.
WE
TOOK
A BATH
"NOW.... For the first time in our lives, WE FEEL REALLY CLEAN!"
Bathtubs, Ltd.
JUNIOR!
ENG
JUNIOR!
ENG.
JUNIOR!
ENG
I ALREADY DONE LIKE YOU SAID, MA
COMIC

Next Lesson: "The Unbelievable Pump," or "How Can You Use What You Don't Know You Have?"

Coming: "Put the Ham Upon the Table"

Radio Commercials Get Zanier Than Ever

(Continued from Page 3)

(Kenny Delmar) introducing him to his first meal of Ferris bacon (Hicks & Greist). This commercial is heard on six New York stations.

Says the senator: "What a relief to get into this restaurant away from those crowds. You'd think they'd never *seen* a man from Mars before! But Kobar, ah consider it's a privilege to offer you your *first* earth-meal! And ah *know* we're going to enjoy putting our heads together! (Speaking of heads, Son—down here most people get by on one!) As a matter of fact I'm *jealous*! You'll be able to enjoy your eggs on Ferris hickory-smoked bacon just *that* much more!"

Even "Ethel & Albert," longtime radio-tv favorites in domestic comedy, who now are pitching their parlor and kitchen hi-jinx for Arnold Bakers in 19 East Coast markets, have their soarings into outer space. Charles W. Hoyt Co. is the agency. This is how a typical "Ethel & Albert" commercial goes:

Albert: "Ethel! Golly—I had the funniest dream last night! I took off in this rocket—see—up to the moon!"

Ethel: "Albert, you've said yourself other people's dreams aren't funny second hand."

Albert: "Well *mine* are! Now listen—when I got up to the moon this odd little man came up to me and said 'Did you bring it?' and I said 'Bring what?' And he said 'Didn't you bring any Arnold Bread? We're all out!'"

■ Sex is the come-on for Slenderella International Salons (Management Associates of Connecticut) which is engaging in a bit of wishful-fillment in 41 markets. The Slenderella musical theme fades to variations on this lively conversational exchange.

Female (Sexy and coy):"Honey—I'll have dinner ready in a minute."

Male (Happy and very masculine): "Dinner's on *me* tonight. You just stand there and let me look at your Slenderella figure!"

Female (Sexy): "Mmmmmmmm—Husbands are *so nice* when you have a *Slenderella* figure."

Dodge division of Chrysler Corp. continues to stress the humorous approach in its "keeping up with the Joneses" type spots heard in 370 markets (Grant Advertising). The spots feature Ralph Binge and Joe Gentile, Detroit radio-tv personalities, with Joe using a falsetto voice to play the wife in this one.

Binge: "All right, start packing, dear, we're moving out."

Gentile: "Moving? Now? It's four o'clock in the morning."

Binge: "I don't care, we're leaving this house right now."

Gentile: "Why?"

Binge: "Everyone in the neighborhood has a big Swept-Wing Dodge but us. I'm *so* ashamed. Grab the other end of the davenport, dear."

Gentile: "Wait! Why don't *you* get a Swept-Wing Dodge?"

Binge: "I can't afford a big car like that!"

Gentile: "You can too. Dodge is priced below 59 different models in the low price field. You can own a Dodge for less than our car cost."

Binge: "I can?"

Gentile: "Yes! Buy a Dodge. Get all the car you're paying for."

■ Ford Motor Co. (J. Walter Thompson Co.) has been featuring a fictitious dealer, Fred Random of Random Motors, and his wife in scenes of cozy domesticity, with the Mrs. advising her husband on how to word his signboard and telling him about his son's first composition.

These commercials started early in February on CBS Radio's "World News Roundup." They were enthusiastically received for the most part, but one lone dissenting voice in the Ford management resulted in their removal two weeks later, on the basis that they were unflattering to dealers.

However, the dealers themselves, notably some from the Southern California area, protested when the spots were pulled off the air. The first of a series of test re-runs of the spots is under way, and the company is polling dealers in 10 major areas to see if they want the campaign continued.

Wife: "Look what Freddie Jr. brought home today. It's his first composition."

Fred: (reading) "'My daddy is a Ford dealer. He sells Fords for not much money.' That's for sure. Lowest price car in the lowest price field. [reading] 'He sells chauffeurs, too.'"

Wife: "What does he mean by that?"

Fred: "Oh I think I know. I was telling him last week about Cruise-o-Matic being sort of like a built-in chauffeur. You know, you put your foot down easy to relax smoothly and you take right off at cruising speed. [Fred reads about additional features of the new car, then adds] But come to think of it, why didn't he put more of that sort of stuff in?"

Wife: "Say, honey, he's only six years old. And you haven't finished it yet."

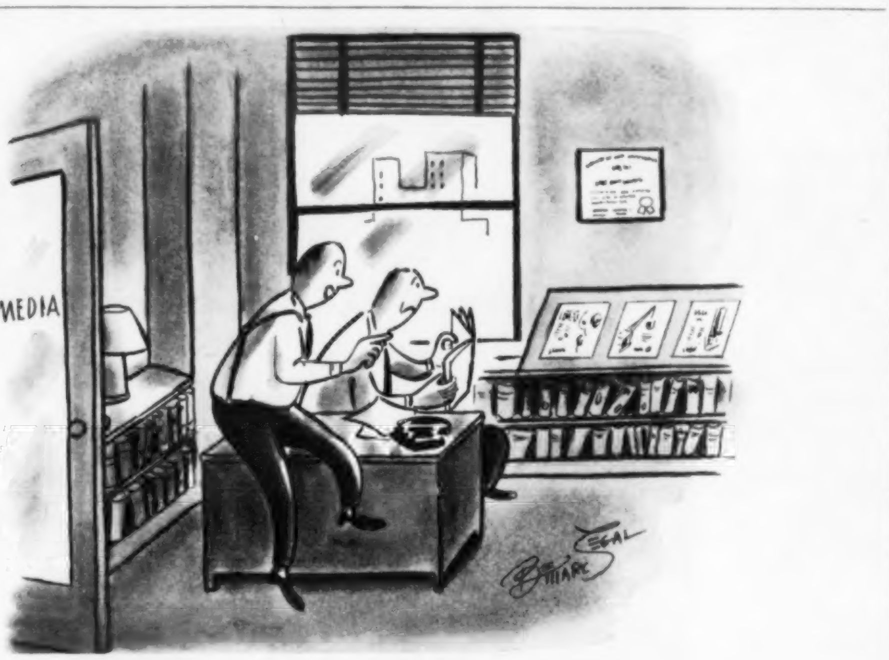
Fred: (chuckling) "'My daddy is a nice man'."

■ A suggestion of sex in spot commercials rears its head again in the New York market with comedian Henry Morgan asking a girl up to his apartment, not to see his etchings but to enjoy his Hoffman club soda (Grey Advertising).

Henry (very continental): "Come in, my dear. You're early. The party hasn't begun yet. Come, there's nothing to be afraid of—it's only a gentleman's apartment.

"May I offer you something to drink before the others get here? They'll be here. They'll be here. But of course, my dear, I have plenty of Hoffman club soda. What do you think I am, a foreigner?

"Oh my darling, my dearest, if only you knew how happy it makes me to be able to serve you Hoffman club soda with your drink. You, my adored one, sparkle like that marvelous, extra-bubbly Hoffman club soda. Come close to me, hold my hand. Drink your drink. Isn't that



"This must be the second publication in the field. The other five are first."

Now on hand in our Research Department are more than 50 current research reports (and more coming out all the time) covering every one of the merchandising fields served by our twelve national business magazines.

These reports are yours for the asking — plus interpretation and analysis to fit your individual needs.

They are prepared to help you with your marketing problems — not to tell you how our magazines stack up against the competition.*

So please call on us for authoritative product and market information at any time.

Nearly 4,000 advertisers in Haire publications find, however, that we DO, indeed, stack up.

HAIRE
Specialized TRADE MAGAZINES
HAIRE PUBLISHING COMPANY • 111 FOURTH AVENUE • NEW YORK 3

NOTION & NOVELTY Review
CROCKERY and GLASS JOURNAL
Housewares Review
LUGGAGE & LEATHER GOODS
furniture retailer
Handbags & Accessories
CORSET & UNDERWEAR REVIEW
Infants' & Children's Review
Linens & Domestics
Giftwares
TOYS AND NOVELTIES
PREMIUM BUYERS' GUIDE

Marge

When Marge Bailey began writing advertising, the only motivation research a copywriter had to draw on was personal experience. Before she so much as saw the inside of an agency, Marge had written fashion market reports, worked on a leading national fashion magazine, and turned out retail copy for one of America's great department stores. As a copywriter with Anderson & Cairns, Marge has contributed importantly to such highly successful accounts as Kinney Shoes, Lurex, International Silk Association and United-Carr's Dot Snappers. Marge Bailey knows merchants, merchandise and merchandising. Combine this background of sales awareness with a sharp creative insight and the product every time is: "The Quality Image That Sells." Marge is typical of the A & C women who make up the agency's unique Women's-Point-of-View Committee that works in behalf of all our clients. If you want to know how talented women like Marge can point the way to more productive advertising for your products, give Jack Cairns a call today. The number is MUrray Hill 8-5800.

ANDERSON & CAIRNS, INC.
Advertising of Distinction
130 East 59th Street • New York 22, N. Y.

Hoffman a marvelous mixer? I hope, adored one, that you remember the name Hoffman. My name? Henry Morgan."

Mr. Morgan ventures into the soap opera field, also for the Hoffman Beverage Co.

Henry: "And now—the 'Romance of Bubbles Hoffman.' The story that asks 'Can a woman over 35 find curliban?' As you remember, Helen is in the kitchen making a drink for Marvin, the hi-fi repair man who has come to fix her tweeter. 'Irving,' she says—she's terribly nearsighted—'please pass me that bottle of Hoffman pale dry ginger ale. It's by far the best ginger ale for mixing party drinks.'

"Meanwhile Edna, unbeknownst to George, has sent out for a case of Hoffman steady sparkle club soda for his party. She likes Hoffman pale dry ginger ale, too, but ever since Horace has been back from the hospital, she had a case in the house. Well, what will happen now? Will Rocco *demand* the return of his motorcycle? To keep this thrilling drama on the air, buy Hoffman mixers. They keep your spirits up!"

■ Mary Ellen's jams and jellies (Guild, Bascom & Bonfigli) capitalize on their English heritage with an elderly, upper-crust terribly British couple, Lord and Lady Safetyseal. These spots are heard in California, Colorado and Arizona and will be extended into 11 other western states.

Lady Safetyseal: "I say, here's another package from Reggie in America."

Lord Safetyseal: "Hmmmfff. What is it this time?"

(Sound of package being opened.)

Lady S: "It's a jar of Mary Ellen's raspberry jam. And a note from Reggie. It says 'Here's a real jazzy jar of the bestest jam there ever warr'."

Lord S: (outraged at bum rhyme) "Grofff!"

Lady S: "'Put some on your morning toast—and you'll agree that it's the most'."

Lord S: "The most! The most *what?* I think the boy's gone balmy."

Lady S: "Reggie goes on to say that Mary Ellen's raspberry jam is the most delicious because they always beat the bushes for the finest fruits and berries. And they cook it a cup to a cup—so you get the flavor of the fruit, not the sweetness of the sugar. Just taste some."

(Sound: Tinny banging noise.)

Lord S: "I can't seem to get the top off this fool thing."

(Sound: Noise of unscrewing lid.)

Lady S: "And there's Mary Ellen's safety seal besides."

(Sound: Pop of safety seal.)

■ Capital Airlines (Kenyon & Eckhardt) recorded a dulcet girls trio for a campaign in 17 markets. The singers start quaking and shaking in the middle of their harmonizing.

Jingle: "You don't have to fly
(jittery vocal effect)
like this.
Fly smooth and quiet.
(vocal settles down)
On Capital Airlines Viscount—try it."

Announcer: "Don't vibrate to Detroit. Take it easy. Relax on a Capital Airlines Viscount. No engine roar, no irritating vibration. Four Rolls-Royce jet-prop engines fly you thinkin' smooth, relaxin' quiet."

■ History of some kind in radio selling was made by Bandini Fertilizer Co. (Cunningham & Walsh) recently over six stations in the Southern California area.

Sound effect: Bwang-g-g-g.

Man: "Look at that spread!"

Woman: (indignantly): "I *beg* your pardon!"

Man: "I mean—look at that *dichondra* spread. It used to be little clumps. What happened?"

Woman: "I fed it Bandini *dichondra* food with insecticide-added. It makes dichondra spread faster and insecticide-added kills all the soil pests, too."

To the uninitiated: *dichondra* is a grass substitute. Bandini refers to the company's steer manure fertilizer. #

3 Newspapers Boost Price

The *Tribune*, Lawrence, Mass., has increased its per copy price from 5¢ to 7¢. Two Rhode Island newspapers, the *Pawtucket Times* and the *Providence Bulletin*, also have boosted their per copy prices from 5¢ to 7¢.

Lines Joins Willard Gregory

Earl Lines has been named merchandising director and an account executive of Willard G. Gregory Co., Los Angeles. Mr. Lines formerly was a vp of Henry M. Hempstead Co., Chicago, now Gordon & Hempstead.

"Remember how Grandad showed me?"

HOMEY—*Royal Trust Co., Montreal, in its 1958 campaign, will "attempt to take the trust company out of the financial district and bring it into the home." Color pages, including this first one in the March Maclean's, are scheduled. McKim Advertising is the agency.*

Ansco Names McNitt

John McNitt, formerly a supervisor in the advertising department of Ansco, Binghamton, N.Y., has been named manager of advertising services. In his new position, Mr. McNitt will coordinate all material purchasing and distribution for Ansco's advertising department and will also supervise the department's photofinishing division.

Reich & Kahn Gets Wilkenson

Reich & Kahn, Chicago, has been named to handle advertising for Wilkenson Mfg. Co., Chicago, maker of metal furniture legs. The company formerly distributed only to the furniture and television industries, but is now planning a retail sales promotion for its tapered brass leg kits for do-it-yourself projects.

Good Words
Rate a Bundscho Setting

Here Type Can Serve You

J. M. BUNDSCHO, INC., *Advertising Typographers*
180 North Wabash Ave • RAndolph 6-7292 • Chicago 1

Why The Boston Globe
Leads In Home Coverage

GLOBE
GOOD WOMEN'S PAGES
COMICS
GLOBE
GOOD COMICS
GOOD RADIO AND TV LISTINGS
GLOBE
GOOD SPORTS PAGES
GLOBE

Readers prefer The Globe. In 1957 Roper Survey more householders picked The Globe for the following qualities:

- *A good family paper*
- *Good women's pages*
- *Good sports pages*
- *Good comics*
- *Has the most useful advertisements*
- *Very fair and impartial*
- *Easy to read*
- *Keeps you well informed*
- *Good columnists*
- *Good television and radio listings*
- *Good editorials*

Home Coverage In The City Zone

Circulation where it counts. The Globe leads in home coverage in the City Zone — both daily and Sunday. (*Roper Survey*)

Cover The
Big Boston Family Market

NOW
Add Color
To Your Coverage
Effective June 1,
The Boston Globe will be
the first metropolitan newspaper
in New England to offer
ROP
FULL AND
SPOT COLOR
WEEKDAYS and
SUNDAYS

BUY
The Boston Globe
MORNING • EVENING • SUNDAY

Scolaro, Meeker & Scott
Chicago, Detroit

Cresmer & Woodward, Inc.
New York, San Francisco, Los Angeles

The Leonard Co.
Miami Beach, Florida

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

W. A. P. John Retired, but Is Still a Director

To the Editor: Knowing your interest in accurate reporting, I think you will want to correct the statement appearing in the Feb. 24 issue of Advertising Age to the effect that "all three founders are gone at MacManus, John & Adams."

It is true that Mr. John began his retirement in 1955 under a then-existing provision that major stockholders could do so over a period of five years. However, he was retained as a consultant from that time.

When Mr. Adams passed away, those of us who remained in charge of the company's operation felt that we needed Mr. John's counsel and experience, and he was made chairman of our advisory committee and remains a director of the company.

While he does not participate in the day-to-day activities of the company, he is regularly consulted on broad policy in virtually all the phases of management.

Ernest A. Jones,
President, MacManus, John & Adams, Bloomfield Hills, Mich.

• • •

Forgetful Photographer Catches It from Readers

To the Editor: Whoa, there!

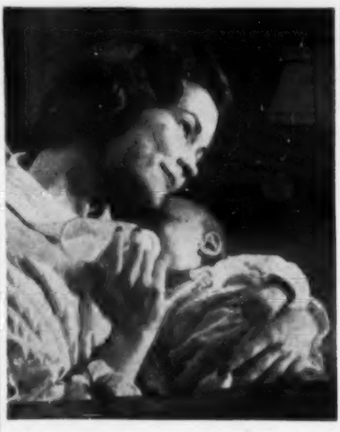
In your WBNS-TV ad on Pages 20-21 of the Feb. 24 issue, that pretty young Central Ohio mother is utterly, glaringly, without a wedding ring.

Our surveys in the East show that pretty young Southern New Jersey mothers favor wedding rings by an 8-1 margin.

Jack O'Brien,
News Editor, Suburban Newspaper Group, Erlton, N. J.

•

To the Editor: When I came to the WBNS-TV spread on Pages 20-21 of the Feb. 24 issue, my attention was certainly arrested, but not for the reasons that would be appreciated by the advertiser.



What is wrong in this ad? Granted, the copy is "mushy" and full of self-satisfied elation on a job well done.

But look at the picture. Is that woman the baby's mother, its aunt, a baby-sitter, or is the child illegitimate?

Of course, the intent is to portray domesticity, but one of the first things that would make this type of scene palatable and believable would be to put a ring on the girl's finger! . . .

R. E. Ausmus Jr.,
Centralia, Mo.

•

To the Editor: Fine example for our younger generation of girls!

Lou Kashins,
New York.

• • •

'Farm Journal' Clarifies Circulation Guarantees

To the Editor: In your otherwise excellent report (in your issue of March 3) of our action to readjust our circulation guarantees and reduce the cost of reaching the prime farm market, there are two statements that may lead to some confusion.

One is the statement that "the guarantees of the Southern and Eastern editions will be dropped 150,000 each." The adjustments actually are being made in our *Central* and Eastern editions. The Southern edition has been growing with the growing prosperity of southern agriculture, and indeed, we expect it to grow still further.

It is evident that the reference to our Southern edition was inadvertent, because your report continues that we are making our test mailings "throughout the East and, primarily, in the Chicago area."

There may be an inference that we expect to reduce our circulation 150,000 in the Central edition through the elimination of non-farm subscribers in the Chicago area alone. In our press conference, we made the point that we were making test mailings in all major metropolitan areas of the Midwest. Chicago was cited as an example of such areas, but only one out of many.

Vernon Vine,
Director of Editorial Relations, *Farm Journal,* Philadelphia.

• • •

Editor's Speech Brings Further Praise from Readers

To the Editor: On Feb. 6, I attended the Adclub luncheon in the Chamber of Commerce Bldg. in Denver. At this meeting I had the privilege of hearing your address, "Let's Make the Real America More Like the Pictures in the Ads."

I am not directly connected with the advertising business, but I am certainly in agreement with the principles which you outlined in your speech. It is my feeling that the problem has to be attacked from more than just the advertising angle. I have not formulated any plans on the method by which I might approach the problem; however, I would consider it a great favor if you would forward to me the contents of your speech. Needless to say, I thought it was terrific.

Donald C. Henke,
Majestic Savings & Loan Assn., Denver.

•

To the Editor: Have just happily read and wholeheartedly concur with your inspiring editorial reprinted in the Feb. 10 edition of Advertising Age. That we are not a "letters-to-the-editor" type and that it has overcome our personal inertia to the extent of commenting on it, but shows how powerful and moving is that piece on " . . . to make what's right popular." A really fine, fact-finding and facing job that needs doing—now.

May your dedicated and fluent pen wield it's might more than a sword in severing our national inertia. For there is no more worthy and timely cause in which to enlist your wonderful gift and talent that God has given you. And the results will ever be infinitely rewarding.

With all our heart we "THANK YOU!" for the pleasure and privilege of reading it.

Mary H. Collins,
Pomona, Cal.

•

To the Editor: I enjoyed your article in Advertising Age of Feb. 10 on the need to fight moral decay. I agree with your thoughts and would like to suggest that you consider the enlisting of editors of employe magazines. It seems to me that they have the means to present much good thinking to the vast majority of American people.

Incidentally, a few weeks ago, E. B. Weiss had a very good article on selling on Sunday. His analysis was quite good, but it disturbed me on one thing—the possible results on an open Sunday.

Doesn't spiritual decay precede moral decay? I think an open Sunday would certainly be harmful to the nation, and no credit to the advertising people who would seek it.

John J. Max,
Advertising Manager, Asplundh Chipper Co., Jenkintown, Pa.

The relationship between the two escapes us.

•

To the Editor: What a tremendous speech on "Decency" in your Feb. 10 issue:

One of the main reasons I have continued to read Advertising Age is that I have always admired the moral courage of editorial positions of the paper. Now I know how it got that way. A business man learns that a business or a publication is just an extension of a man's personality.

We are not a sick nation, but we are certainly an immature one in many respects. We are willing to base our entire social and economic system upon the fact that we "have been endowed by our *Creator* with certain inalienable rights." Yet we are forbidden to even *mention* His name in our basic educational systems! Make sure our children can recite their multiplication tables, even if they haven't any morals! How stupid can we get?

My small voice will not be heard by many, but that will not prevent my trying. What a great pleasure it is to see you reach out so far with your efforts. One thing I can do is to pass this speech of yours along and try to plant the seed. Many, many thanks for your efforts.

W. P. Sherman,
President, Portland, Willamette Co., Portland, Ore.

•

To the Editor: That was a wonderful article on decency and integrity in advertising by you in the Feb. 10 Advertising Age.

It's most assuring to us in advertising to have a crusader of your stature holding high the banner.

Keep up the good work and may you enjoy the success you deserve.

Louis Benito,
Louis Benito Advertising, Tampa, Fla.

•

To the Editor: Just a note of appreciation for the talk that you gave to the Portland Adclub, Feb. 5. This was one of the most thought-provoking talks that we have had at the Adclub in my memory. I want to congratulate you and to express my sincere thanks for bringing us the message that you did.

I am wondering if your speech has been prepared and is available for use in printed form. If it is, I would like several copies, and am willing to pay whatever the costs are. Thank you.

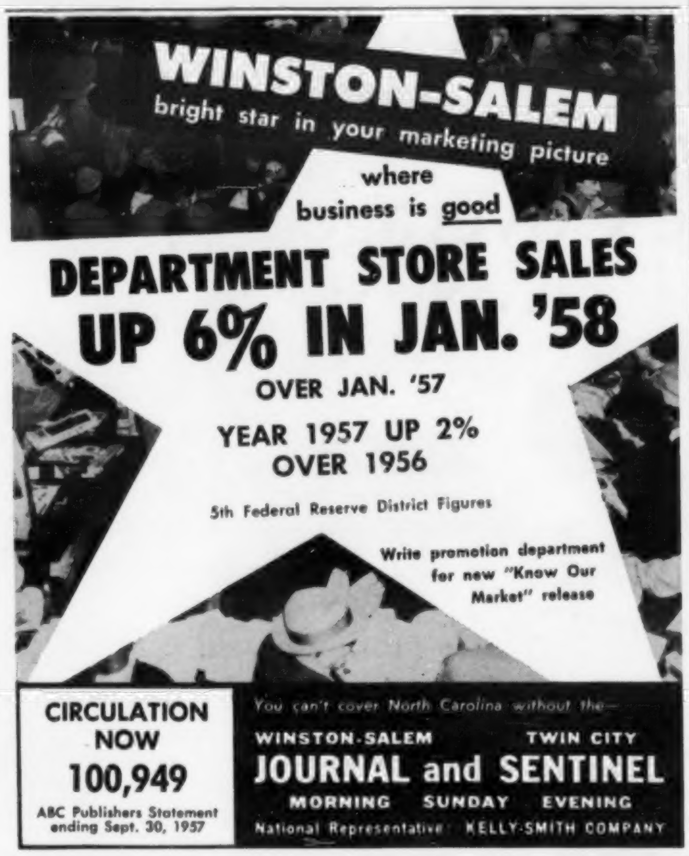
Verlin Coleman,
Kendon Advertising, Portland, Ore.

•

To the Editor: Your speech on the use of advertising skills to make decency and integrity fashionable is very timely and worth urging on every person in communications and advertising work. Personally, I'd like to have reprints of the article to hand around the place where I work.

I agree thoroughly with your urging that photographers stop glamorizing young ladies in trouble with the law and I only wish that you had said something about the many untidy magazines that clutter our newsstands. When my seven-year-old son can find girlie magazines on the street in front of our house, it's time some steps were taken.

In this respect it might be well if Advertising Age itself set up a few stronger standards regarding the copy and pictures that appear in each issue. In the Feb. 10 issue, Page 78 carries a photo that I would not consider as adding a thing to the general decency of the land. And the pictures in Photo Review are not always admirable;


WINSTON-SALEM
bright star in your marketing picture
where business is good
DEPARTMENT STORE SALES
UP 6% IN JAN. '58
OVER JAN. '57
YEAR 1957 UP 2%
OVER 1956
5th Federal Reserve District Figures
Write promotion department for new "Know Our Market" release
CIRCULATION NOW 100,949
ABC Publishers Statement ending Sept. 30, 1957
You can't cover North Carolina without the—
WINSTON-SALEM TWIN CITY
JOURNAL and SENTINEL
MORNING SUNDAY EVENING
National Representative: KELLY-SMITH COMPANY

THE INQUIRING ADVERTISER:
"I Have A Sales Problem"

Answered by Bert Ferguson and Harold Walker, of Radio Station WDIA, Memphis

QUESTION: ***I am a sales manager with a sales problem in the Mid-South. As a southerner can you suggest some solution that I could be missing?***

Mr. Ferguson: There is definitely a solution you may be missing. As a southerner, I know from actual facts that there are advantages available in this area that are not in other sections of the country.

Mr. Walker: This fact alone is worth cash to find out —that *the Memphis trading area is 40 percent Negro.*

Mr. Ferguson: Suppose you could sell that 40 percent *as a unit?*

Mr. Walker: You can. Right in this area are nearly one-tenth of all the Negroes in the United States. The largest Negro market in the whole world. And delivered *as a unit,* by the one medium they all know and respond to, WDIA.

Mr. Ferguson: WDIA was the first Negro radio station ever to be built in this section of country. That means, it has a powerful loyalty appeal. In their own language—it sells these people and it sells them with the only 50,000-watt transmitter in this area.

Mr. Walker: But there's something just as important for you to know about this market, which you aren't likely to find out from marketing surveys. And that's the fact that this 40 percent of the people *spends* 80 percent of its money. It's a proven fact. They made $616,294,100 last year. And they will spend—on the average—80 percent of it on consumer goods.

Mr. Ferguson: What's more, they buy quality, too. We have success story after success story, rolled up by advertisers like ***Swansdown Cake Mixes, and Kools, and Carnation, and Fitch Shampoo.*** All of them based on that wonderful, fabulous *true* story, of a market found nowhere else in the world, and a medium tailored to suit it.

Mr. Walker: That 40 percent of Memphis actually buys far beyond what you'd expect. That 40 percent buys 52.9 percent of the women's hosiery sold here. They buy 55.7 percent of the salt. They buy 63.8 percent of the flour.

Mr. Ferguson: And you can tap this market for your own product, through WDIA. In fact, there is no other medium of *any kind* that comes anywhere near the coverage—much less the acceptance—of WDIA.

Mr. Walker: For that's the big factor in WDIA's own success story. WDIA is the first radio station ever to broadcast for Negroes only. It's *their* station. It gives them your sales message in *their* language. And they're loyal to it.

Mr. Ferguson: What you can get in on here is a special appeal, to a special mass group, through a special medium. These are the 80 percent spenders that make up almost half the population. And they're delivered to you as a *unit.*

Mr. Walker: So drop us a note, give us an idea of what your line is, and see what we can give you by way of proof. I'll personally guarantee you—no matter what your field is, and your product is, we've got facts and figures and case histories that will make you sit up and take notice. Write us today.

Mr. Ferguson: We'll look forward to hearing from you.

WDIA is represented nationally by John E. Pearson Company.

WDIA 50,000 Watts

take a look at that cheesecake page in your Jan. 13 issue. It was practically a girlie show in itself. And while you are at it, even Gladys the beautiful receptionist sometimes needs to adjust her skirt.

In making these objections I am not trying to be holier than thou, but I do believe that the trend to cheesecake is deplored by all who are concerned by public morals. If we in advertising and communications are to set a trend in decency and integrity, it might be well to make sure that our own popular trade journal is above criticism.

Robert C. Fouhy,
Poughkeepsie, N. Y.

•

To the Editor: Most people are basically fine, honest and heroic and your plea to make decency and integrity "fashionable again" is the most terrific idea of the century.

The job would be difficult but mainly in terms of organizing the campaign and keeping it going.

Our only alternative to good citizenship is eventual mass suicide and this will happen unless the moral climate of this country is changed.

My sincerest thanks and good wishes to you.

Elizabeth Borkstrom,
Chicago.

•

To the Editor: Just read review of your speech proposing that "decency and integrity" be made "fashionable" again. More power to you! Keep preaching on the subject and you'll do a lot of good.

Both young and old should heed your advice. So many adults seem to be so hungry for popularity, in a world where they think virtues are a sign of weakness, that they have failed to impress the youth of today that there are numerous essentials for a peaceful, successful, happy life. Too many, young and old, are too strongly imbued with their rights to "free thinking" and "free living." They need to be brought up to a sharp realization that our lives and the functions of society are based, the same as science, on tested formulas, and every course of travel must be steered to avoid disaster.

There are so many people who don't know there are any parties except cocktail parties. Some of the national publications would do well to prepare articles that would educate their readers relative to partying without making liquor the featured attraction.

Sex education in public schools should be carefully reviewed. I think it may be going too far—making the subject too common.

Most of all, honesty—good old fashioned honesty—among fellow men and honest facing of facts, needs to be put on a high pedestal of respect.

Again, more power to you. Keep up the good work!

Fred C. Bock,
The Fred Bock Advertising Co., Akron.

• • •

Piece of Advice, Man, for the Eye and Ear Square

To the Editor: Your Eye and Ear Man is definitely a rectangle—a very large square, man. That column of his, the Feb. 15, like, I mean, it's nothin' but a big lump of literary lard. It's his greasy way of sayin' that he's more hep than the rest of the cats.

Me, I often make the scene with the beer and the underwear. I also dig a frigid group whether they're beltin' a bit of Bartok or dallyin' with Miles Davis.

I like the cool Cooke of Omnibus and am way out for some of that other educational jazz that I ogle on my oscilloscope.

Please, Mr. Editor, tell that little "Iron Ear" cat to get off the stuff. When he says we of the undershirt brigade will pass up a broad like Miss Munsel for cowboys—like, man, he's too far out. I mean, the chick can chirp—and the figure, man, the figure. If she couldn't make a sound she'll always be able to brighten up any scene.

Now man, I like to ask you about them Vassar broads that write for the slick magazines ...

Peter Hickey, man,
NEGEA Service Corp., Cambridge, Mass.

• • •

Wants Change in Negro Paper Circulation Figures

To the Editor: We have read with a great deal of disappointment the article, "Negro Newspapers' Circulation off 12.8%, Lincoln University Reports," in your issue of Feb. 24.

We do not know if ADVERTISING AGE received from Lincoln University a copy of the so-called survey dated Feb. 15, 1958, and built its story by comparison with the university's previous similar release or published a story submitted by the university along with copy of the survey, without proper research and verification.

That, however, is academic. Your story is inaccurate.

We know of no recent Audit Bureau of Circulations statement that shows the *Pittsburgh Courier* as having 224,104 circulation. As of Sept. 30, 1956, circulation of this newspaper was reported as 141,910; Sept. 30, 1957, as 132,701.

The more factual reference might well have been that the *Baltimore Afro-American*, circulation 64,398 (ABC) exceeds that of any Negro newspaper within its own state, and the combined circulation of the six Afro-American Newspapers, 159,806 (ABC) is the largest Negro newspaper group coverage available anywhere; that the combined circulation of ABC Negro newspapers shown by the survey is 763,690—45% of the total.

By actual count of the newspapers listed in the survey as members of ABC, there are 28. You report 26. The national edition of *Afro-American* is a separately audited newspaper and should, therefore, appear under Maryland along with the Baltimore paper as two newspapers instead of one, thus making the total ABC Negro newspaper membership in truth 29.

Further inaccuracies, also, apparently exist in the survey and your article, viz.: National Newspaper Publishers Assn. membership, which I am sure could have easily been checked by your contact with officials of the association accessible at little cost and time to you.

It is hard enough as is for those of us trying to sell Negro newspapers as basic media to tell and sell the $17 billion Negro market without the unseemly headline you gave this story. But, more than that, coming from a heretofore factual and friendly publication, we are rather surprised and throw up our hands with indignation.

Harry D. Evans,
Acting General Manager, Associated Publishers Inc., New York.

All of the figures to which Mr. Evans takes exception were contained in a news release sent to AA by the Lincoln University department of journalism. AA is happy to print Mr. Evans' letter in full in order to set the record straight.

• • •

Sold in Advance: One Copy of 'Drawthinks'

To the Editor: You are, I hope, eventually going to put "Drawthinks" into a booklet. When you do, please put me down for one of the first copies as I should be very glad to subscribe to such an interesting and helpful publication.

Glenn Stewart,
The KVP Co., Kalamazoo, Mich.

We have thought about "Drawthinks" in booklet form, but haven't made up our minds. If we do, we will be glad to see that you get one of the first copies.

• • •

Paul Harvey's Happy About Response to Racine Speech

To the Editor: Your coverage of my recent remarks in Racine was both fair and flattering (AA, Feb. 17).

It was with some fear and trembling that I took on certain of our advertising fraternity brothers. The response to the broadcast and to your subsequent coverage of it has been most reassuring.

Paul Harvey,
American Broadcasting Co., Chicago.

• • •

Retail Price Is the Point

To the Editor: I do hope you made a mistake in your Jan. 27 editorial. In it you so gallantly charged forward, championing the cause for protection of the uninformed penny minded consumer.

You say you want the *cost* of cars (of course, this should include all things made for resale) told. Don't you believe, if this were to happen, it would lead to the end of all salespeople? For if people knew the cost of manufactured products (what they're paying today is just about cost, so why all the screaming?) wouldn't the consumer then say to the seller, "I'll give you five bucks for your trouble."

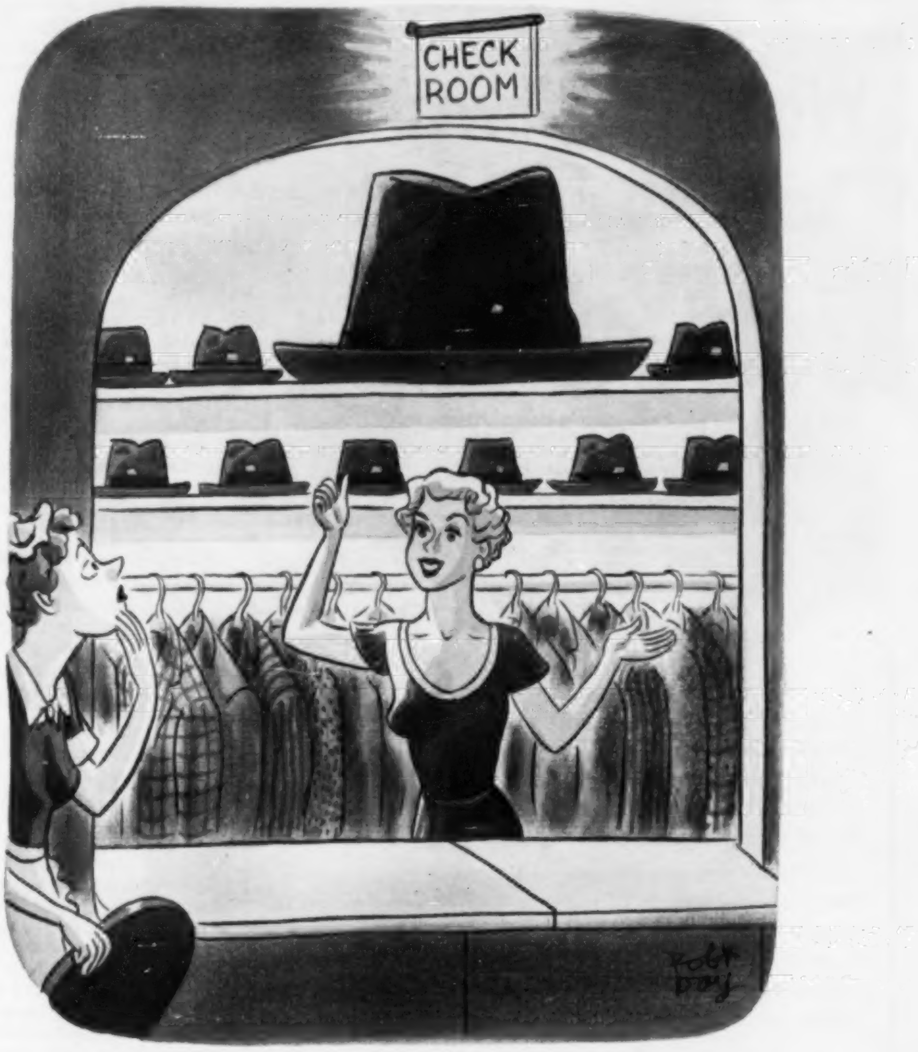
And too, why publish costs—take away from the consumer the oriental-American way of haggling—*NEVER*. How he can build up his ego by believing he has outsmarted the other guy? For without the emotional benefit, he'd possibly never buy the product. What's the matter with you, do you want to create a depression?

I'm sure you meant in your editorial, "Letting the public in on the secret (what's so secret? the schnooks know all the secrets) of what products ought to sell for (suggested manufacturers list price). To me, this provides the consumer with a base to work from, always of course in a downward direction. Most manufacturers, by publishing a list price, provide the consumer with a blackjack, with which he can clobber the hell out of the dealer's profit. It seems the philosophy of "Live and let live," is a hope—not a reality.

Some day, I hope, the consumer will drop the oriental way of doing business and progress toward the "American way."

Ted Powers,
Lobby Hobby Inc., Detroit.

Mr. Powers works hard to make a simple thing difficult. To the consumer, "cost" and "price" are synonymous, for all practical purposes—and what consumers want to know about automobiles is how much they cost the consumer, i. e., the retail price.



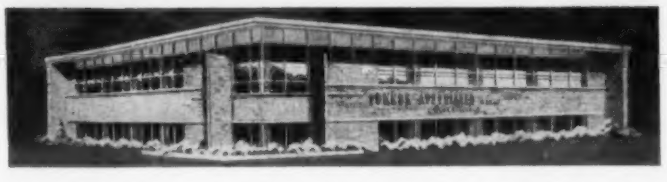
"Search me . . . the hats with it belong to those media guys who were talking about the Cincinnati Enquirer."

You've seen the Daily Enquirer shooting up in stature to become the Solid No. 1 in Solid Cincinnati. But did you know HOW tall and how solid it has become? Take City Zone Circulation. Its 148,250 now tops the next tallest daily by 25,000. Take Retail Display Linage. Its 10,429,000 lines now overshadow the second daily by a gigantic 2,485,000 lines.* You name it. The Daily Enquirer's almost a sure bet to be biggest by a margin that is getting bigger every month. Want the figures? Call Moloney, Regan & Schmitt Inc.

*Year, 1957.

A GIANT is growing in Solid Cincinnati!
. . . It's The Cincinnati Daily Enquirer.

Solid Cincinnati reads the Cincinnati Enquirer



FOR BETTER CLIENT SERVICE—*Connor Associates, Aurora, Ill., will move into this two-story structure some time in June or July. Located just south of Aurora, this air-conditioned structure will consist of two wings in an L formation. The upper level will contain executive and general offices; the lower area, art and production facilities. The agency began operations in Aurora in 1948.*

Fulton Bag to Liller, Neal

Fulton Bag & Cotton Mills, Atlanta, has named Liller, Neal & Battle, Atlanta, to handle its advertising. Fitzgerald Advertising Agency, New Orleans, is the previous agency of record. The appointment of the Atlanta agency is part of Fulton's new centralization of operations policy, in which greater emphasis on its Atlanta mill, its manufacturing operations and product promotion will be given.

Gilkison to Acorn Paint

Charles P. Gilkison has been named vp in charge of sales and marketing for Acorn Paint & Chemical Co., Cleveland. He was formerly sales manager of American Marietta Corp.

Business Paper Ad Volume Dips 7.9% in February, 'IM' Says

CHICAGO, March 11—Business publication advertising volume is still trailing the record level set last year.

Totals at the end of February, 1958, show a drop of 7.9% (6,391 pages) from the volume reached at the end of the first two months of 1957. Pages for the month of February dropped 8.3% (3,392) below the same month last year. These figures represent the combined volume of approximately 350 business publications reported monthly in *Industrial Marketing*.

As a group, industrial publications were hit hardest, showing a February decrease of 10.4% (2,831 pages), with an identical year-to-date percentage dip, representing a 5,599 page loss.

Product news publications almost held their own, losing only 1.9% (62 units) of the volume achieved in February, 1957. For the year to date, this group is down 2% (127 units) from last year's total of 6,211.

■ Holding second place for the biggest loss are publications grouped under the trade classification. Down in February by 8.8% (533 pages) these publications are off slightly less—7.7% (912 pages) below the corresponding year-to-date figures recorded last year.

Class publications break the pattern by showing a 2% increase (70 pages) for the month and a 3.5% (231 pages) climb over the 6,641 pages reported at the end of February, 1957.

Publications in the export group lost 3.2% (36 pages) in February, but were down only .6% (16 pages) from the 1957 two-month total of 2,492 pages. #

Rice Consumer Service to Handle Push for Rice Field

Rice Consumer Service, Louisville, a promotion arm of the rice industry, has been chosen to handle one of the important phases of the newly formed organization—The Rice Industry.

Rice mills and rice producers plan to invest $2,000,000 in advertising this year (AA, Nov. 4, '57).

Allman Gains Aquarama

S. S. Aquarama, Great Lakes luxury passenger liner which has been plying the Cleveland-Detroit route, has named Allman Co., Detroit, as its advertising and pr counsel in the Detroit and Toledo areas. A multi-media ad campaign in those markets, based on plans to expand the liner's market, is being developed to pave the way for the liner's 1958 season, which begins in June.

Westinghouse Promotes Waters

George J. Waters has been named assistant advertising and sales promotion manager of the lamp division of Westinghouse Electric Corp., Bloomfield, N.J. He previously was supervisor in charge of miniature lamp advertising and sales promotion.

Discounter Names Phillips

Mort Phillips has been named exec vp and general manager in charge of merchandising and administration of William E. Phillips Co., Los Angeles, discount retailer. The company said it would spend $250,000 for promotion in the first half of 1958.

Brabeck Joins Paint Co.

Dan W. Brabeck has been appointed vp in charge of the trade sales division of Enterprise Paint Mfg. Co., Chicago. Mr. Brabeck was formerly vp and general sales manager of Brown & Bigelow.

SEIBERLING

SAFE—*Seiberling Rubber Co. will launch its largest campaign in The Saturday Evening Post March 22, featuring its new sealed air tire, said to repair punctures permanently. Meldrum & Fewsmith is the agency.*

'Wall St. Journal' Boosts 2

Kevin A. Leonard and Timothy B. Layden have been appointed to the new positions of regional advertising promotion managers of the *Wall St. Journal's* midwest and Pacific Coast editions, respectively. Mr. Leonard will make his headquarters in Chicago, and Mr. Layden will stay in San Francisco, where he has been a space salesman for the newspaper. Mr. Leonard has been with the *Journal* in New York for the past four years.

Graflex Names Two

William A. Taylor, formerly export manager, has been appointed director of sales and advertising of Graflex Inc., Rochester, N.Y. He succeeds Howard A. Schumacher, who will continue as advisor and consultant to the sales and advertising departments. At the same time, John A. Grant, formerly assistant general sales manager, was appointed sales manager-field operations.

What One Newspaper Says About Another Is *NEWS!*

Somehow we just can't help feeling mighty pleased about the remarks Eaton K. Goldthwaite, the editor of the Giles County VIRGINIAN-LEADER, made in a recent editorial concerning The Roanoke Times. The following comments were prompted by the fact that The Roanoke Times and The Roanoke World-News take their civic duties as seriously as the publishing of newspapers.

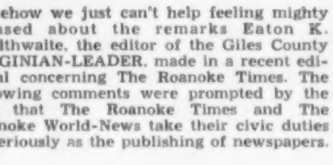
Eaton K. Goldthwaite, Editor
Giles County VIRGINIAN-LEADER

"During the last two decades the growth of The Roanoke Times in circulation, readership interest and influence has been more than a barometer marking the growth of the Star City; the newspaper has inspired the trust and confidence of an increasing number of people in an expanding area.

"There are many voices in Southwestern Virginia, but none commands so wide an audience or so much respect as The Roanoke Times. And the forthright manner in which The Roanoke Times is recognizing and accepting the responsibilities of its leadership is a mark of greatness."

YOUR Sales-Message, in The Roanoke Times and World-News, carries the trust and confidence of the thousands of buyers who depend upon these great papers as their major daily shopping guides.

"DOMINATING VIRGINIA'S GREAT MOUNTAIN-INDUSTRIAL EMPIRE"



Roanoke is the undisputed center for all business activity in an area covering 16 counties and over 450,000 population. These people are **ready** and **wanting** to buy **your** products . . . in the great Roanoke Newspapers Market!

Spot Color Available

Roanoke is a "Burgoyne" City

FREE DESCRIPTIVE BOOKLET: "The Beckoning Land" gives you full details on the Roanoke Market. Ask your S. F. W. representative or write direct.

The Beckoning Land

ROANOKE TIMES AND WORLD-NEWS

National Representatives
SAWYER — FERGUSON — WALKER CO.

AKRON METROPOLITAN AREA (Summit County)
CUYAHOGA FALLS
AKRON
BARBERTON
AKRON TRADING AREA

ONLY ONE NEWSPAPER COVERS THE RICH AKRON METROPOLITAN AND TRADING AREAS

. . . and what markets they are!

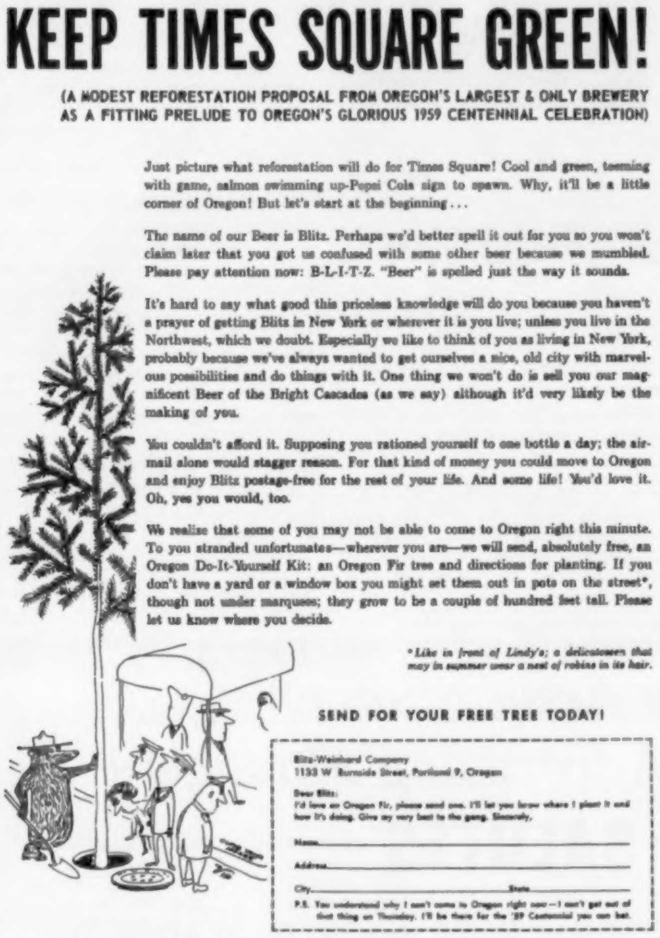
AKRON the biggest ONE Newspaper Market in the nation, is also Ohio's most concentrated area of great industrial names. You can sell it completely for only 40c per line daily or Sunday. ROP color available in all issues.

	AKRON METROPOLITAN AREA	AKRON TRADING AREA
Population	484,000	619,900
Families	145,200	184,235
Effective Buying Income	$937,119,000	$1,169,242,000
Retail Sales	657,394,000	834,188,000
Food Sales	158,477,000	201,955,000
Gen. Mdse. Sales	111,815,000	126,575,000
Furn. Household	32,421,000	39,731,000
Automobile Sales	125,102,000	163,408,000
Drug Sales	21,119,000	26,128,000
BEACON JOURNAL HOME COVERAGE	93.5%	83.5%

Source Sales Management 1957 Survey of Buying Power.

AKRON BEACON JOURNAL

"Ohio's Most Complete Newspaper"
JOHN S. KNIGHT, Publisher
STORY, BROOKS & FINLEY, National Reps.



KEEP TIMES SQUARE GREEN!

(A MODEST REFORESTATION PROPOSAL FROM OREGON'S LARGEST & ONLY BREWERY
AS A FITTING PRELUDE TO OREGON'S GLORIOUS 1959 CENTENNIAL CELEBRATION)

Just picture what reforestation will do for Times Square! Cool and green, teeming with game, salmon swimming up-Pepsi Cola sign to spawn. Why, it'll be a little corner of Oregon! But let's start at the beginning . . .

The name of our Beer is Blitz. Perhaps we'd better spell it out for you so you won't claim later that you got us confused with some other beer because we mumbled. Please pay attention now: B-L-I-T-Z. "Beer" is spelled just the way it sounds.

It's hard to say what good this priceless knowledge will do you because you haven't a prayer of getting Blitz in New York or wherever it is you live; unless you live in the Northwest, which we doubt. Especially we like to think of you as living in New York, probably because we've always wanted to get ourselves a nice, old city with marvelous possibilities and do things with it. One thing we won't do is sell you our magnificent Beer of the Bright Cascades (as we say) although it'd very likely be the making of you.

You couldn't afford it. Supposing you rationed yourself to one bottle a day; the air-mail alone would stagger reason. For that kind of money you could move to Oregon and enjoy Blitz postage-free for the rest of your life. And some life! You'd love it. Oh, yes you would, too.

We realize that some of you may not be able to come to Oregon right this minute. To you stranded unfortunates—wherever you are—we will send, absolutely free, an Oregon Do-It-Yourself Kit: an Oregon Fir tree and directions for planting. If you don't have a yard or a window box you might set them out in pots on the street*, though not under marquees; they grow to be a couple of hundred feet tall. Please let us know where you decide.

*Like in front of Lindy's; a delicatessen that may in summer wear a nest of robins in its hair.

SEND FOR YOUR FREE TREE TODAY!

Blitz-Weinhard Company
1133 W Burnside Street, Portland 9, Oregon

Dear Blitz:
I'd love an Oregon Fir, please send one. I'll let you know where I plant it and how it's doing. Give my very best to the gang. Sincerely,

Name______________________________

Address____________________________

City___________________State__________

P.S. You understand why I can't come to Oregon right now—I can't get out of that thing on Thursday. I'll be there for the '59 Centennial you can bet.

SPELLED B-L-I-T-Z—*Blitz-Weinhard Co., Portland, does its best for Oregon with this offer of a free fir tree in The New Yorker, March 15. Weiner & Gossage, San Francisco, is the agency.*

Brewer Offers to Green-Up Times Sq. With Fir Tree Offer

SAN FRANCISCO, March 12—Keep the world green (and Times Sq. also) is the theme of a colorful new campaign developed by San Francisco's Weiner & Gossage for the 102-year-old Blitz-Weinhard Co., Portland brewery.

With copy written by Howard Gossage, famed for his Qantas "Win a Kangaroo" contest, Blitz-Weinhard is using Oregon newspapers, the March 15 issue of *The New Yorker* and a special April 6 Oregon section of the *New York Times* to launch what it calls "a modest reforestation proposal."

The Oregon brewery will offer to mail Douglas Fir seedlings to anyone who writes in promising to plant and nurture his free tree.

■ "This is a new public service program to publicize Oregon and its 1959 Centennial," explains J. M. Rothchild, president of Blitz-Weinhard.

"As Oregon's only brewery, having done business here continuously for 102 years," Mr. Rothchild declared, "we decided this was the time to show our pride in our state."

The Blitz-Weinhard program of "speaking up loud and often" will be directed by William Wessinger, vp, and C. P. Mobley, pr manager.

In addition to the offer to "mail a free tree anywhere," between May and September the company will place outdoor bulletins in 30 or 40 of the largest U.S. cities outside of Oregon, promoting some Oregon event and inviting people to "come to Oregon" for that event.

The first ad titled "Keep the World Green" appeared in 20 Oregon newspapers in early March and promised a free "Oregon Do-It-Yourself" kit consisting of an Oregon Fir tree and directions for planting as a gift from Oregonians to out-of-state friends.

The New Yorker page gives a glowing picture of what reforestation would do for New York's Times Sq. . . . "cool and green, teeming with game, salmon swimming up the Pepsi-Cola sign to spawn." #

Church & Guisewite Adds One

Church & Guisewite Advertising, Midland, Mich., has been appointed to handle advertising for Sugar Beet Products Co., Saginaw, Mich. The former agency is Crawford & McNellis, Detroit.

D'Archangelo to Myrbeck

Peter D'Archangelo, a commercial artist, has joined the creative department of S. Gunnar Myrbeck & Co., Quincy, Mass.

ARB Network TV Ratings

Week of Feb. 1-7, 1958

Copyright by American Research Bureau

PROGRAM POPULARITY

Rank	Program	Rating*
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	48.9
2	Lucille Ball-Desi Arnaz (Ford, CBS)	46.0
3	Perry Como (Several sponsors, NBC)	45.5
4	Shirley Temple Storybook (Breck, National Dairy, Hills Bros., NBC)	40.0
5	I've Got A Secret (R. J. Reynolds, CBS)	39.9
6	Maverick (Kaiser, ABC)	38.5
7	You Bet Your Life (DeSoto, Toni, NBC)	38.0
8	Danny Thomas (General Foods, CBS)	37.9
9	Person to Person (Several sponsors, CBS)	36.8
10	Wyatt Earp (General Mills, Procter & Gamble, ABC)	36.2

TOTAL VIEWERS REACHED

Rank	Program	(000)**
1	Lucille Ball-Desi Arnaz (Ford, CBS)	54,030
2	Perry Como (Several sponsors, NBC)	53,080
3	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	52,090
4	Shirley Temple Storybook (Breck, National Dairy, Hills Bros., NBC)	45,860
5	Chevy Show-Roy Rogers (Chevrolet, NBC)	41,560
6	Danny Thomas (General Foods, CBS)	38,590
7	People Are Funny (R. J. Reynolds, Toni, NBC)	38,210
8	Have Gun, Will Travel (Whitehall, Lever, CBS)	37,200
9	Wagon Train (Several sponsors, NBC)	36,680
10	You Bet Your Life (DeSoto, Toni, NBC)	35,500

* Percentage of homes reached in markets where a show appeared.
** Total number of persons viewing program.

Brown Trailer to Marsteller

The Brown Trailer division of Clark Equipment Co., Spokane, has appointed Marsteller, Rickard, Gebhardt & Reed to handle its advertising, and Burson-Marsteller Associates, pr affiliate of the agency, to handle its public relations. The account will be handled out of Chicago. Previous agency of record is Allied Advertising Agency, Toledo.

PROGRESS
PLASTIC PLATES

are used REGULARLY
by some of the
LARGEST AGENCIES
for some of their
LARGEST CLIENTS

•

THAT'S EVIDENCE OF QUALITY!

PROGRESS PLATE MAKING COMPANY
913-23 Filbert Street, Philadelphia 7, Pa. WAlnut 2-0447

THE PROGRESS • HANSON • PROGRESSIVE GROUP
PHILADELPHIA • NEW YORK • WILMINGTON • BALTIMORE • WASHINGTON • RICHMOND

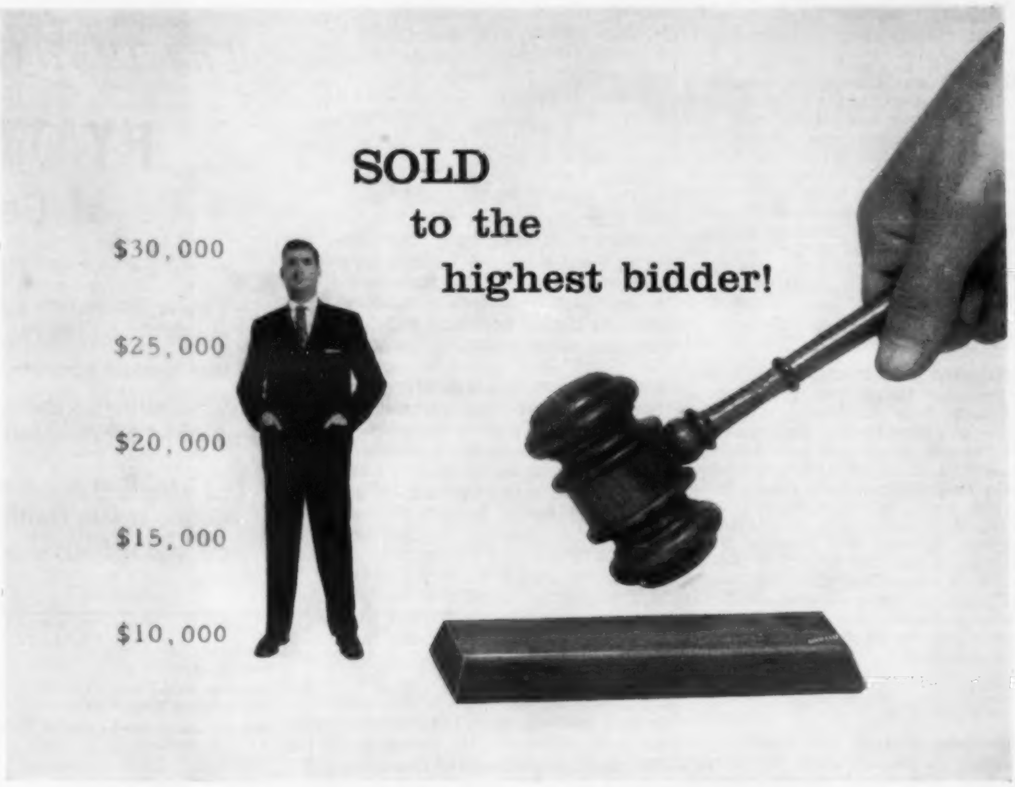
PROGRESS Plate Making Company
923 Filbert Street, Phila. 7
WAlnut 2-0447*

HANSON Electrotype Company
9th & Sansom Streets, Phila. 7
WAlnut 2-5567*

PROGRESSIVE Composition Company
9th & Sansom Streets, Phila. 7
WAlnut 2-2711*

*of course any of the three can be reached by one call

NEW YORK: MU Hill 2-1723 • WILMINGTON: OL 5-8047 • BALTIMORE: SA 7-5302 • WASHINGTON: EX 3-7444 • RICHMOND: MI 4-2771



NEW EMPLOYEE INCENTIVE PLAN
makes productive people stay

When the company fails to provide proper recognition and security, productive people will look to other horizons than your own. Today, with the new Selective Incentive Plan, any organization is able to offer future employee benefits equal to or above those previously restricted to only large companies.

S.I.P. is the most flexible program of this type. It can start and be added to at will. The selected employee himself places a stake in its cumulative earning power. Bookkeeping is negligible and no Treasury approvals are necessary.

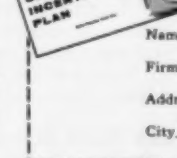
S.I.P. is different because it is tailored to your needs, your budget and your selected employees. Its benefits and recognition of the individual's value reaches into his home for added incentive. Truly, a personnel plan to investigate; a program to assist the healthy growth of your business.

"Productive People are your most important Asset"

Write today for information on S.I.P.

Mutual Benefit Life Insurance Co., Dept. AD.
Newark 2, New Jersey

Please send me your free booklet
"Green Light to Business Growth".



Name____________________________

Firm_____________________________

Address__________________________

City______________Zone____State________

MUTUAL BENEFIT LIFE
The Insurance Company for TRUE SECURITY

THE LANDING STRIP

as seen by

JOHN BURGOYNE

Humans swimming in icy waters is not uncommon in parts of this country. In Chicago, for example, the Polar Bears Club dunks annually in Lake Michigan. Because the Ohio River in these parts does not often have too much ice on it, unlike our northern neighbors, we don't see news stories and pictures on this activity perennially. But the recent cold spell brought sufficient ice and, sure enough, a guy insisting on taking the plunge (provided a news camera was on the scene).

One of our doctor acquaintances told us that seeing the brave act take place left him completely cold. But the swimmer's efforts to convince the onlookers that the dip was invigorating and exhilarating—nay, even pleasurable—this was in the real tradition of the theatre—an "I'm half dead but the show must go on" sort of thing. Funniest performance he had ever seen . . . all the way from the river to the hospital.

★ ★ ★

Recently in Columbus, Omaha and Syracuse Burgoyne researchers checked their panels of stores on the sales of a new kind of peanut butter. No longer when you buy a jar do you find it capped with crankcase oil. The homogenized product has taken over. However, there's some likes it crunchy, and some likes it smooth. In this new product being market tested the crunch was supplied by something other than pieces of peanuts. The results showed that folks preferring the crunchy type of spread really went for it. The mills are grinding!

★ ★ ★

Fanciers of chili con carne have heated arguments over the degree of heat with which the dish should be flavored. The further the product gets away from South of the Border, the tamer it becomes. Recent studies of sales made in Phoenix, Canton and Springfield by Burgoyne's organization show that New England-er's have different palates for the stuff than folk more to the South and West. Makes a problem for canners with an eye on peak volume sales for the product—but Burgoyne's facts serve to minimize it for the flavoring department. What about Boston Baked Frijoles for a switch?

★ ★ ★

The movement of products from grocery and drug shelves is checked by Burgoyne researchers from coast to coast. Clients like the speed, accuracy, and economy of Burgoyne's work. Why don't you give him a call?

Burgoyne
GROCERY & DRUG INDEX, INC

FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Don't Make TV 'Super-Colossal' in Ads: Susskind

New York, March 11—Television should take warning from the movies and not over-ballyhoo its product so much that people will lose faith in tv show promotion advertising.

This bit of advice was handed out here last week by David Susskind, tv producer, in a forum discussion held by the Academy of Television Arts & Sciences.

Mr. Susskind said that the movie industry for years has used so many superlatives for so many pictures that the public "no longer has any faith" in movie ads. He advised television to profit by these mistakes, to tell the truth and not to try to disguise the nature of a script by such devices as trying to make a problem drama sound like a sex triangle. He also suggested that it is wisest "to save the big promotion for the big shows."

▪ In answer to a question relating to advertising agency "interference" in programming, Mr. Susskind said too many agencies "want to play Rodgers & Hammerstein" without having any apprenticeship in show business.

He told the story of one agency man who wanted every drama to begin and end with a kiss; the agency man's argument was that he was selling a luxury product, romance connotes luxury and kissing connotes romance.

Came the day when there was a story with the opening scene showing the hero and heroine, who didn't yet know each other, in a cafe. There seemed no logical way to have them kiss each other, but the agency man still insisted on his romantic opening. The producer's solution: He opened with a chorus number in the background of the outdoor cafe scene, with the chorus boys and girls giving each other energetic kisses.

▪ On the other hand, Mr. Susskind noted that some agencies are very helpful—especially when a sponsor is reluctant to tackle a ticklish subject on tv. As a specific example, he said Robert L. Foreman, exec vp of Batten, Barton, Durstine & Osborn, helped him sell Du Pont on presenting the "Bridge of San Luis Rey" on the "Show of the Month" after the client had turned down the play because it was "too egghead" and dealt with illegitimacy and suicide.

Mr. Susskind implied that there are not many agencies which will go that far out on a limb when a client is reluctant. He noted that everybody, including Du Pont, was pleased with the show.

Mr. Foreman was the agency representative on this panel, which was moderated by Donald W. Coyle, ABC-TV vp. The BBDO executive emphasized the importance of promoting a show within the agency and within the ranks of the sponsoring company.

▪ Mr. Foreman said the client should be kept apprised of the audience reaction to the program, the developments in programming and the promotion support for the show.

Nor should the client's stockholders, the agency's employes or the trade organizations allied with the sponsor's product be overlooked, he suggested. Mr. Foreman said the agency should try to keep all these groups interested in and talking about the show. #

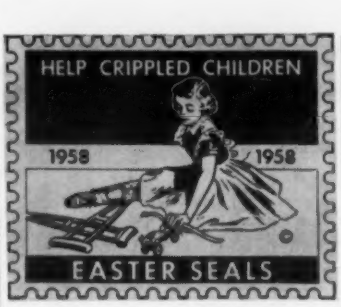
B&B Elects Sutter, Hicks

Benton & Bowles, New York, has elected Richard J. Sutter and E. W. Hicks vps. Mr. Sutter is account supervisor on Pepperell Mfg. Co. Mr. Hicks also is an account supervisor.

Congressional Committees Will Hear Ascap, BMI Feuds

Two congressional committees will take up the multiple feuds of the American Society of Composers, Author & Publishers, Broadcast Music Inc. and their members this week. The Senate committee on interstate and foreign commerce will hear 70 witnesses, pro and con, for a bill by Sen. George Smathers (D., Fla.) which would prevent broadcasters from owning stock in any music publishing or recording company.

The House small business committee is preparing to stage a hearing in behalf of creative people who claim that Ascap hampers their opportunity to publish their works. On another front, the Justice Department has confirmed that a probe of MCA and the William Morris Agency is under way as part of the over-all study of the tv industry.



HOPE—*One of two Easter seal designs to be used by the National Society for Crippled Children & Adults, Chicago, in its 1958 drive, shows a girl looking forward to casting away her crutches in favor of roller skates.*

'Madison Ave.' to Bow in May

A new monthly advertising magazine called *Madison Ave.* is expected to make its bow in May. Carl Rogers, now account executive of Donahue & Coe, will be editor and publisher, and Bill Greeley, now associate editor of *Television Age*, will be managing editor. Page rates have not been set for the book, which will measure 8¼" by 11¼". Asked to comment on a report that the monthly will have a *New Yorker*ish approach, Mr. Rogers said "it is more complicated than that."

Two Join McCann in Chicago

McCann-Erickson, Chicago, has appointed Edmond Gray a tv producer in its creative department and William H. Kennedy Jr. a group supervisor, tv radio time buying. Mr. Gray formerly was director of the tv-radio department of North Advertising, Chicago. Mr. Kennedy previously was with J. Walter Thompson Co.

Direct Mail Company Bows

McVicker & Higginbotham Inc., New York, has opened offices at 211 E. 49th St., as a specialist in direct mail advertising designed to complement services furnished advertisers by their agencies.

The Association of Railroad Advertising Managers

SALUTES

The 1957 Golden Spike Award Winner:

HYATT BEARINGS DIVISION
of General Motors Corporation
Harrison, N. J.

For its "outstanding contribution THROUGH ADVERTISING toward a better public understanding and appreciation of the American railroads," HYATT was ranked first among the entrants in the ARAM 7th Annual Advertising Competition. Presentation of the award was made on March 10, 1958, at the ARAM annual meeting in Washington, D. C.

To all of the entrants in the 1957 competition the Association offers its sincere thanks for their interest and cooperation and for their support of the railroad industry.

1957 Entrants

Aeroquip Corporation
Jackson, Mich.

American Brake Shoe Company
New York, N. Y.

American Car & Foundry Division
A.C.F. Industries
New York, N. Y.

American Tobacco Company
New York, N. Y.

S. Augstein & Company, Inc.
New York, N. Y.

Bethlehem Steel Company
Bethlehem, Pa.

Boatmen's National Bank
of St. Louis
St. Louis, Mo.

Charles Bruning Company, Inc.
Mt. Prospect, Ill.

Central National Bank
of Cleveland
Cleveland, Ohio

Community Federal Savings
and Loan Association
St. Louis, Mo.

Crocker-Anglo National Bank
San Francisco, Calif.

Dana Corporation
Toledo, Ohio

Dining Car Coffee
St. Louis, Mo.

Dodge Division
Chrysler Corporation
Detroit, Mich.

Electro-Motive Division
General Motors Corporation
La Grange, Ill.

Evans Products Company
Plymouth, Mich.

General Motors Diesel Ltd.
London, Ont., Canada

General Railway Signal Company
Rochester, N. Y.

Gerber Products Company
New York, N. Y.

Hyatt Bearings Division
General Motors Corporation
Harrison, N. J.

Island Creek Coal Sales Co.
Huntington, W. Va.

Koppers Company, Inc.
Pittsburgh, Pa.

Linde Company Division
Union Carbide Corporation
New York, N. Y.

Link-Belt Company
Chicago, Ill.

Miles Laboratories, Inc.
Elkhart, Indiana

Mosinee Paper Mills Co.
Mosinee, Wis.

Mutual of New York
New York, N. Y.

Ohio Brass Company
Mansfield, Ohio

Omega Watch Company
New York, N. Y.

Peoples First National
Bank and Trust Company
Pittsburgh, Pa.

Procter & Gamble
Cincinnati, Ohio

Pullman-Standard Car
Manufacturing Company
Chicago, Ill.

Railway Maintenance Corp.
Pittsburgh, Pa.

Reader's Digest Association, Inc.
Pleasantville, N. Y.

R. J. Reynolds Tobacco Co.
Winston-Salem, N. C.

Schieffelin & Company
New York, N. Y.

Schulze & Burch
Biscuit Company
Chicago, Ill.

Shwayder Brothers, Inc.
Denver, Colo.

This Week Magazine
New York, N. Y.

Thompson Products, Inc.
Cleveland, Ohio

Hiram Walker, Inc.,
Detroit, Mich.

Union Switch & Signal Division
Westinghouse Air Brake Co.
Swissvale, Pa.

United States Gypsum
Chicago, Ill.

United States Steel Corp.
New York, N. Y.

The Wall Street Journal
New York, N. Y.

Air Brake Division
Westinghouse Air Brake Co.
Wilmerding, Pa.

C. T. SILLS, *President*
Advertising and Publicity Manager
Denver & Rio Grande Western Railroad

ARAM

A. W. ROBERTSON,
Chairman Awards Committee
Advertising Manager
Missouri Pacific Railroad

P&G Hiked Spot TV Use 47% in '57; Viceroy Was Top Brand, TvB Finds

(Continued from Page 1)

ner-Lambert, it was Anahist cold remedies, with $3,846,710 compared with $2,766,150 a year earlier.

General Foods gave by far its largest play to Maxwell House instant and regular coffees to the tune of $4,892,140, though this was a drop from the previous year's figure of $5,461,900.

Colgate's top-spending product was Colgate Dental Cream, with $3,088,580, compared with $2,539,320 for the preceding year. Sterling Drug devoted nearly half of its spot budget to Bayer aspirin, which got $3,005,670, compared with $2,994,960 last year.

Anacin got the lion's share—$2,044,370—of the budget of American Home Products; Anacin got only $141,050 in 1956.

The list of top 100 spenders for the year, in terms of total company expenditures in the medium, contained mostly repeaters. Six names not on the top 200 in '56 made the '57 list of 200.

▪ The newcomers: Texas Co., from $169,090 to $1,992,030; Interstate Bakeries, from $359,880 to $1,452,080; Robert Curley Ltd., from $677,980 to $1,304,080; Milner Products, from $283,530 to $1,296,950; Maybelline Co., from $163,030 to $1,168,860; United Vintners from $228,990 to $1,113,880.

Biggest jump in the standings was made by Adell Chemical Co., which moved from 99th place, with a budget of $807,630, to 16th, with a budget of $4,109,800, all for Lestoil liquid detergent. #

Top 100 Spot TV Advertisers: 1957

National and Regional

Source: TvB from N. C. Rorabaugh Data

Rank	Advertiser	Gross Time Expenditure
1.	Procter & Gamble Co. (1)	$25,916,840
2.	Brown & Williamson (2)	12,988,920
3.	Continental Baking Co. (8)	10,190,060
4.	Sterling Drug (4)	8,635,890
5.	General Foods Corp. (3)	8,447,900
6.	Colgate-Palmolive Co. (6)	7,739,080
7.	Lever Bros. Co. (13)	7,642,980
8.	Carter Products (12)	6,995,260
9.	Miles Laboratories (10)	6,392,640
10.	National Biscuit Co. (9)	5,822,320
11.	Warner-Lambert Co. (7)	5,690,870
12.	Philip Morris & Co. (5)	4,941,470
13.	Robert Hall Clothes (14)	4,928,930
14.	International Latex Corp. (57)	4,722,660
15.	Coca-Cola Co. & bottlers (18)	4,207,890
16.	Adell Chemical Co. (99)	4,109,800
17.	Bulova Watch Co. (16)	4,050,400
18.	Liggett & Myers (15)	4,001,840
19.	American Chicle Co. (51)	3,726,800
20.	American Home Products Corp. (32)	3,589,680
21.	Ford Motor Co. (20)	3,436,050
22.	American Tab. Co. (68)	3,145,930
23.	Charles Antell, Inc. (24)	3,066,630
24.	Pepsi-Cola Co. & bottlers (30)	3,038,650
25.	P. Lorillard & Co. (28)	3,018,660
26.	Shell Oil Co. (29)	2,993,100
27.	Esso Standard Oil Co. (27)	2,933,060
28.	R. J. Reynolds Tobacco Co. (34)	2,887,630
29.	Kellogg Co. (11)	2,829,510
30.	Anheuser-Busch (46)	2,792,410
31.	Food Manufacturers (55)	2,781,640
32.	Nestle Co. (25)	2,530,320
33.	Corn Products Refining Co. (22)	2,477,860
34.	Block Drug Co. (36)	2,347,400
35.	Max Factor & Co. (21)	2,290,850
36.	Avon Products (60)	2,287,750
37.	Falstaff Brewing Corp. (65)	2,196,180
38.	J. A. Folger & Co. (43)	2,194,020
39.	Beech-Nut Life Savers (67)	2,180,520
40.	Nehi Corp. & bottlers (44)	2,154,430
41.	Bristol-Myers Co. (94)	2,131,010
42.	Texas Co.	1,992,030
43.	Wm. Wrigley Jr. Co. (82)	1,968,000
44.	Gillette Co. (41)	1,888,790
45.	Harold F. Ritchie Inc. (26)	1,885,110
46.	P. Ballantine & Sons (38)	1,814,930
47.	Jos. E. Schlitz Brewing (131)	1,752,250
48.	Marathon Corp.* (46)	1,749,690
49.	National Dairy Products (63)	1,743,450
50.	Seven-Up & bottlers (69)	1,712,270
51.	Grove Laboratories (42)	1,688,460
52.	U.S. Borax & Chemical Corp.** (76)	1,653,640
53.	H. J. Heinz Co. (56)	1,621,790
54.	Wesson Oil & Snow Drift (48)	1,618,070
55.	Standard Oil Co. (Ind.) (62)	1,597,460
56.	Piel Bros. (49)	1,594,130
57.	General Motors Corp. (19)	1,552,630
58.	Pabst Brewing Co. (33)	1,480,060
59.	M. J. B. Co. (95)	1,473,340
60.	Peter Paul Inc. (45)	1,458,710
61.	Theo. Hamm Brewing Co. (59)	1,453,340
62.	Interstate Bakeries Corp.	1,452,080
63.	Helaine Seager Co. (23)	1,427,250
64.	Burgermeister Brew. Corp.† (125)	1,421,040
65.	Minute Maid Corp. (35)	1,414,570
66.	Hills Bros. Coffee (78)	1,404,070
67.	Phillips Petroleum Co. (132)	1,387,820
68.	Standard Brands (47)	1,308,750
69.	Robert Curley Ltd.	1,304,080
70.	Milner Products Co.	1,296,950
71.	Glamorene Inc. (92)	1,280,540
72.	Tea Council of U.S.A. (86)	1,280,080
73.	American Bakeries Co. (100)	1,232,170
74.	Carling Brewing Co.	1,231,440
75.	Maybelline Co.	1,168,860
76.	Pacific Tel. & Tel. Co.†† (17)	1,158,090
77.	Socony Mobil Oil Co. (64)	1,139,720
78.	Best Foods (89)	1,124,940
79.	Quaker Oats Co. (134)	1,123,470
80.	United Vintners	1,113,880
81.	Great A & P Tea Co. (90)	1,066,120
82.	Plough Inc. (103)	1,059,920
83.	Ralston Purina Co. (72)	1,059,010
84.	General Cigar Co. (139)	1,056,760
85.	Borden Co. (50)	1,049,160
86.	Rayco Mfg. Co. (109)	1,037,940
87.	Dr. Pepper Co. & bottlers (111)	1,031,720
88.	Wm. B. Reily & Co. (106)	1,025,840
89.	Sardeau Inc. (110)	1,023,340
90.	Sunshine Biscuit Co. (98)	991,960
91.	Safeway Stores (85)	990,700
92.	Pharmaceuticals Inc. (75)	940,150
93.	Ward Baking Co. (96)	939,110
94.	Associated Products (66)	919,230
95.	Kroger Co. (120)	905,290
96.	Proctor Electric Co. (107)	902,410
97.	General Mills (123)	901,190
98.	Langendorf United Bakeries (113)	891,260
99.	Gold Seal Co. (151)	868,240
100.	Simmons Co. & dealers (73)	864,270

() Indicates 1956 rank

* Listed as Northern Paper Mills in 1956

** Listed as Pacific Coast Borax Co. In 1956

† Listed as San Francisco Brewing Corp. in 1956

†† Listed as part of American Telephone & Telegraph Co. in 1956

Spot TV Expenditures by Product

Top 25 National, Regional Advertisers: 1957

Source: TvB from N. C. Rorabaugh Data

Rank Advertiser, Product	Estimated Gross Time Expenditure
1. PROCTER & GAMBLE CO.	$25,916,840
American Family Detergent	372,860
American Family Soap	27,210
Biz Liquid Detergent	121,170
Big Top Peanut Butter	1,212,220
Camay Soap	452,000
Cascade Detergent	2,820
Charmin Paper Products	373,330
Bonus Granulated Soap	980
Cheer	1,498,170
Clorox	1,930,720
Comet	1,326,580
Crest	141,080
Crisco	603,030
Dash Detergent	936,330
Dreft	148,670
Drene Shampoo	90,300
Duncan Hines Canned Foods	4,620
Duncan Hines Mixes	699,520
Duz & Blue Dot Duz	2,938,000
Fluffo	148,390
Gleem	1,400,650
Ivory Flakes	608,700
Ivory Snow	247,210
Ivory Soap	153,070
Jif Peanut Butter	547,760
Joy	236,300
Lava Soap	136,680
Lilt Home Permanent	355,310
Liquid Ivory	105,830
Oxydol	382,610
Pin-It Home Permanent	215,500
Prell Shampoo	1,307,320
Secret Cream Deodorant	124,900
Shasta Shampoo	2,170
Spic & Span	972,660
Tide	1,130,510
Velvet Blend Shampoo	75,120
Winter Set	276,590
Zest Beauty Bar	4,609,950
2. BROWN & WILLIAMSON TOBACCO CO.	$12,988,920
Du Maurier	556,320
Kool	5,031,830
Raleigh	1,130,730
Tube Rose Snuff	10,250
Viceroy	6,259,790
3. CONTINENTAL BAKING CO.	$10,190,060
Buttermilk Bread	73,810
Certified Bread	19,410
County Fair Bread	68,010
County Fair Triplette Cake	20,760
Daffodil Farm Bread	2,920
Hostess Cakes	1,869,530
Morton Frozen Foods	1,049,550
Profile Bread	2,817,220
Staff Bread	536,500
Trim Bread	430
Twinkies	53,930
Wonder Bread	3,659,060
Wonder Brown & Serve Rolls	5,490
Wonder Buns	8,770
Wonder Rolls	4,670
4. STERLING DRUG	$ 8,635,890
Bayer Aspirin	3,005,670
Bayer Children's Aspirin	76,580
Bayer Nasal Spray	8,220
D-Con Rat Poison	17,640
Dr. Caldwell's Laxative	207,490
Dr. Lyon's Dentifrices	307,330
Double Danderine	193,010
Energine Lighter Fluid	332,340
Fizrin	1,314,920
Fletcher's Castoria	217,920
Haley's M. O.	767,160
Instatine	318,030
Ironized Yeast	167,210
Molle Shaving Soap	1,220
Pepsomar	183,060
Phillips' Milk of Magnesia	1,405,850
Phillips' Milk of Magnesia Toothpaste	3,900
Z. B. T. Baby Powder	108,340
5. GENERAL FOODS CORP.	$ 8,447,900
Angel Flake Cake Mix	9,750
Baker's Instant Chocolate	900
Birdseye Frozen Foods	296,590
Bireley's Soft Drinks	3,420
Bliss Coffee	41,840
Dream Whip Topping	34,850
Go Ironing Aid	5,680
Jell-O Gelatin Dessert	62,150
Jell-O Pudding & Pie Filling	558,360
Kool Aid	168,160
Kool Shake	130,770
Maxwell House Coffee	4,892,140
Minute Potatoes	3,780
Noveltee	5,740
Perkins' Lemonade Mix	920
Post's Dry Cereals	1,710,260
Sanka Coffee	86,960
Swansdown Cake Flour	80,550
Swansdown Cake Mix	173,690
Tang	19,210
Yuban Coffee	162,180
6. COLGATE-PALMOLIVE CO.	$ 7,739,080
Ad Detergent	690,320
Ajax Cleanser	32,120
Brisk Dentifrice	34,300
Cashmere Bouquet Soap	320
Colgate Bar Soap	122,680
Colgate Dental Cream	3,088,580
Colgate Lustre Net	5,550
Colgate Shave Cream	650,600
Colgate Shave Lotion	1,600
Deodorant Beauty Soap	173,330
Fab Detergent	415,710
Florient Air Deodorizer	207,730
Halo Shampoo	908,890
Kan-Kil	2,440
Lustre-Creme Shampoo	50,620
Merry Detergent	5,410
Palmolive Shave Cream	358,900
Palmolive Shave Lotion	79,510
Palmolive Soap	54,500
Rapid Shave Cream	29,010
Vel Beauty Bar	737,280
Vel Detergent	88,810
Veto Deodorant	870
7. LEVER BROS. CO.	$ 7,642,980
All Detergent	13,950
Breeze	119,430
Dove Toilet Soap	1,963,660
Gayla Toilet Soap	26,920
Good Luck Margarine	272,890
Hum Detergent	84,710
Imperial Margarine	411,180
Lifebuoy	25,690
Lipton Tea	1,603,840
Lucky Whip	222,510
Lux Liquid Detergent	189,350
Lux Toilet Soap	284,120
Pepsodent	297,660
Praise Toilet Soap	27,970
Rinso	199,070
Shield Toothpaste	11,730
Silver Dust	34,480
Spry	81,990
Stripe Toothpaste	5,680
Surf Detergent	14,380
Wish-Bone Salad Dressing	55,320
Wisk	1,696,450
8. CARTER PRODUCTS	$ 6,995,260
Arrid Deodorant-All Types	3,766,280
Carter's Lactesia	400
Carter's Little Liver Pills	1,242,910
Colonaids	224,280
Crew Hair Tonic	6,600
Effisan	18,390
Nair	695,980
Perspray	20,190
Rise Shaving Cream	1,020,230
9. MILES LABORATORIES	$ 6,392,640
Alka-Seltzer	5,003,540
Bactine	855,460
Nervine	9,740
One-A-Day Vitamins	468,430
Tabcin	55,470
10. NATIONAL BISCUIT CO.	$ 5,822,320
Cookies & Crackers	3,372,700
Dromedary Cake Mix	288,050
Dromedary Dates	2,920
Home Town Bread	174,160
Master Plan Bread	252,760
Milk Bone	19,600
Millbrook Bread	68,410
NBC Bread	105,740
Pal Dog Foods	19,200
Ranger Joe Cereal	14,500
Uneeda Instant Fizz Drink	11,800
Various Dry Cereals	1,492,400
11. WARNER LAMBERT PHARMACEUTICAL CO.	$ 5,690,870
Antizyme Toothpaste	23,320
Anahist Cold Remedies	3,846,710
Antizyme Toothpaste	23,320
Beauty Curl	243,370
Bliss Home Permanent	121,570
Bromo Seltzer	423,740
DuBarry Light and Bright	4,760
Fizzies	293,690
Hudnut Home Permanent	49,660
Listerine Antiseptic	106,290
Listerine Dentifrice	85,530
Pin-Quick Home Permanent	4,870
Prophylactic Tooth Brush	8,740
Quick Home Permanent	330,450
Richard Hudnut Cosmetics	41,830
Richard Hudnut Creme Rinse	33,170
Richard Hudnut Shampoo	1,410
Sportsman Toiletries	20,160
3 Flowers Brilliantine	6,440
Virisan	45,160
12. PHILIP MORRIS & CO.	$ 4,941,470
Bond Street Tobacco	690
Marlboro	1,452,410
Parliament	1,770,990
Philip Morris	1,717,380
13. ROBERT HALL CLOTHES	$ 4,928,930
Clothes	4,928,930
14. INTERNATIONAL LATEX CORP.	$ 4,722,660
Athlete Foot Treatment	92,050
Isodine	1,058,240
Playtex Baby Pants	732,670
Playtex Bra	1,096,290
Playtex Girdles	1,150,500
Playtex Gloves	592,910
15. COCA-COLA CO. & BOTTLERS	$ 4,207,890
Coca-Cola	4,207,890
16. ADELL CHEMICAL CO.	$ 4,109,800
Lestoil Liquid Detergent	4,109,800
17. BULOVA WATCH CO.	$ 4,050,400
Bulova Electric Razors	57,910
Bulova Watches	3,992,490
18. LIGGETT & MYERS TOBACCO CO.	$ 4,001,840
Chesterfield	127,160
L & M	3,857,720
Oasis	16,960
19. AMERICAN CHICLE CO.	$ 3,726,800
Adams Clove Gum	64,790
Beeman's Gum	599,210
Certs	138,230
Chiclets	268,430
Clorets	704,520
Dentyne	689,250
Rolaids	1,262,370
20. AMERICAN HOME PRODUCTS CORP.	$ 3,589,680
Anacin	2,044,370
Bisodol	8,570
Buffered Anacin	30,250
Drial Nasal Mist	13,740
Dristan	8,820
Emberstick	11,740
Freezone	3,300
Heet	9,400
Outgro	6,400
Preparation H	749,270
Primatene	40,290
Soothol Antacid	11,930
Chef Boy-Ar-Dee Food	408,670
Chef Boy-Ar-Dee Ravioli	5,680
Chef-Boy-Ar-Dee Sauces	2,650
Dennison's Foods	104,150
Aero-Shave	53,250
Aero-Wax	30,610
Antrol-Snarol Ant Poison	5,430
Black Flag	6,370
Easy-Off Oven Cleaner	19,880
Wizard Deodorizers	14,910
21. FORD MOTOR CO.	$ 3,436,050
All Ford Motor Co. Cars	510,390
Edsel Cars	56,860
Ford Cars	2,100,040
Ford Jet Engine	150
Ford Tractors	4,790
Ford Trucks	704,770
Lincoln Cars	24,250
Mercury Cars	34,800
22. AMERICAN TOBACCO CO.	$ 3,145,930
Herbert Tareyton	592,020
Hit Parade	2,092,750
Lucky Strike	123,860
Pall Mall	337,300
23. CHARLES ANTELL INC.	$ 3,066,630
Charles Antell Cosmetics	1,758,360
Charles Antell Spray Net	495,710
Formula #9 Hair Cream	348,160
Formula #9 Shampoo	373,710
Sando Reducing Aid	2,010
Slim Magic	2,080
Super Lanolin Liquid Makeup	7,760
Vita-Yum	78,840
24. PEPSI-COLA CO. & BOTTLERS	$ 3,038,650
Pepsi-Cola	3,038,650
25. P. LORILLARD & CO.	$ 3,018,660
Kent	1,568,430
Newport	389,870
Old Gold	1,060,360

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Display classified takes card rate of $17.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1957 **40,429**

HELP WANTED

MEDIA REP NEW YORK AND CHICAGO for solid established trade journal in exchange for introduction to successful publr. needing experienced California rep.

Box 1302, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

If You're in **ADVERTISING**
Your Job is **MY BUSINESS**
Call Miss Barnard at
WA 2-2306 for the really
BIG positions in Advt.
Radio, TV, Publishing and
Pub. Rela. See me now!!
202 S. State St., Suite 1302-4

CHICAGO BUSINESS PAPER SPACE SALESMAN

New opportunity with well-established multiple paper publisher. Assignment to Chicago area sales staff. Experience with agricultural advertisers valuable. Interviews in Chicago will be planned late March. Write W. E. Lingren at:

THE MILLER PUBLISHING COMPANY
P.O. Box 67, Minneapolis 1, Minn.

MOLENE

Editors .... Public Relations
Copywriters .... Advg. Managers
Artists ......Media ......Production ......Service
"All is grist, which comes to our mill"
Andover 3-4424, 105 W. Adams St., Chgo 3

COPY WRITER—Sales Promotion. Advertising. Young man to originate ideas and write good sales copy. Industrial background preferred. Opportunity to live in Southwest and advance with progressive firm engaged in publications, films and engineering. Write complete summary.

Box 1306, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CIRCULATION MANAGER

Man to direct department, including fulfillment and promotion, for publisher of six business papers, three weekly and three monthly. Should be familiar with ABC and BPA audit regulations, procedures. Write to George Gates at:

THE MILLER PUBLISHING COMPANY
P.O. BOX 67, Minneapolis 1, Minn.

PRODUCTION GAL

Medium size agency wants career type girl with some production experience and ambition to advance in the profession.

Financial 6-6767—Chicago

Small downstate Illinois agency has opening for all around advertising man. Soliciting new business primary responsibility. Excellent spot for someone starting out or wishing to slow down. Write:

Box 1359, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

ADVERTISING & PUBLISHING
FOR ALL TYPES OF PLACEMENTS
GEORGE WILLIAMS — PLACEMENTS
209 So. State St. HA 7-1991 Chicago

MEDICAL COPYWRITERS
ADVERTISING DESIGNER

A progressive growing Midwest pharmaceutical company needs three people with experience and formal training in the medical or pharmaceutical field.

Openings for a **junior and a senior copywriter.** Salaries will be commensurate with experience. Maximum age - 40.

Advertising designer must also have several years experience. Knowledge of ethical advertising techniques helpful.

Excellent starting salary and benefits including pension plan, stock option, and life, medical, and hospitalization insurance. Send resume including past and present salary levels to:

Box 1362, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING AGENCY ART DIRECTOR

Unusual opportunity for capable young artist to head art department in a Cleveland agency. Must have true modern flair for layout, typography. Salary plus bonus. All replies confidential. Send letter to:

Box 1358, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Assistant Advertising and Sales Manager with years proven ability. National and European sales. Manufacturers pet foods. Answers confidential. **Address Burton Hill, Hill Packing Co, Topeka, Kans.**

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago. Su 7-2255

A LOOK COPYWRITER IN DES MOINES . . .

. . . takes no commuter train to work, lives about 10 minutes from the office in a home surrounded by trees, grass, and living space.

He grows with his company—fast. (The man we hired for this job in December has already moved "upstairs.")

If you're a young man with ideas who can write good direct mail sales copy, you are invited to write us about this LOOK Subscription Department opening. Work is pleasant; pay is good; lots of benefits. Address your letter in confidence, to: **Promotion Department, LOOK, Des Moines 4, Iowa.**

WHAT MAKES A top MARKETING MAN?

Ambition? Yes. Broad interest in marketing, advertising, sales promotion? Yes. Leadership ability? Yes that, too—but none of these qualities pay off unless they are developed, and here at Procter & Gamble we know how to develop them. Procter & Gamble's success is due to the people we develop and promote from within.

Our formula is this: You start immediately with challenging assignments matched to your present ability. You will have a responsible position within the broad field of marketing-advertising-sales promotion. Representing the Advertising Department, you will also contact other departments and our advertising agencies.

But the quickest way to become a top marketing man is to work *with* top marketing men. That is the finest training P & G can offer—and the most valuable experience you can acquire.

Before we screen you for these jobs, we'll give you the opportunity to "screen" us. If you are a college graduate between the ages of 21 and 28 send for complete information about the department, the company and *your* future.

MAIL THIS COUPON FOR COMPLETE INFORMATION

Mr. H. H. Wilson, Jr., Dept. AA317
Procter & Gamble
P. O. Box 599
Cincinnati, Ohio

Dear Mr. Wilson: Please send me information on career opportunities in your Advertising Department and enclose an application form.

I received a ________ (degree) from ____________ (school) in ________ (year)

Name ____________________

Address ____________________

City ______________ State ________

HELP WANTED

PUBLISHER'S REPRESENTATIVE

A hungry Rep to cover New York and Eastern area for established trade paper in growth field. Send full details.

Box 1360, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRODUCT ADVERTISING MAN for Advertising Dept. of major building products manufacturer in Chicago. Collateral copywriting experience necessary. Good opportunity to create, plan, write and merchandise the advertising and sales promotion program for three related products. Send letter and resume to:

Box 1361, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY *writer*

wanted by this growing advertising agency. Three to five years' experience (not necessarily agency), ideas, good visual sense, sound work habits—oh, yes, and real writing ability.

Write or phone: Creative Director
FULTON, MORRISSEY CO. DElaware 7-6367
612 North Michigan Ave.
Chicago 11, Illinois

SALESMAN—MOTION PICTURES

Do you think you can create sales for commercial motion pictures for a leading midwest film producer? Will consider aggressive young man who has sales ability in creative selling; film experience not necessarily required. Write giving personal background. Box 952, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

MUNICIPAL PUBLIC RELATIONS MAN

Age: 35-45. Above average in height, good appearance, good speaker.
Background should include some newspaper and public relations work, some chamber of commerce, city management, or comparable organizational experience.
Must have ability to organize, work with groups, command respect and confidence of leading businessmen.
Location in medium sized Southwestern city. Challenging program, excellent opportunity, not a government job. Right man can start at $10,000. Box 951, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

PUBLIC RELATIONS EXECUTIVE WANTED

CHICAGO 4-A AD AGENCY HAS OPENING FOR EXPERIENCED PR MAN WITH WIDE BACKGROUND IN ALL FIELDS. EMPHASIS ON INDUSTRIAL. OPPORTUNITY UNLIMITED. SEND FULL RESUME.

BOX 957, ADVERTISING AGE
200 E. ILLINOIS ST., CHICAGO 11, ILL.

ADVERTISING AND PROMOTION MANAGER WANTED NOW

For Leading Midwest Textile Manufacturer—Knowledge of Media, Promotions and Merchandising Programs Essential. Creative Ability (Take Charge Guy or Gal) Needed. Background in Soft Goods Helpful, Not Essential. Experience in Working with Distributors and Retail Outlets Essential. Top Management Potential Wanted. Give Personal Data, Education, Past Experiences and Present Annual Earnings.

Box 959, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER

To manage 5-person advertising department handling advertising, sales promotion and merchandising plans on nationally distributed grocery products. Also industrial advertising.

Man we are seeking is in his mid-30's, is probably an assistant manager who is ready to head his own department and has had experience in all types of advertising media.

Job requires that he work closely with sales departments and advertising agency. Should also be sales minded. Please send complete resume to **Personnel Department, A. E. Staley Manufacturing Company, Decatur, Illinois.**

POSITIONS WANTED

AE OR AD DEPT.

Over 9 years experience, 5 with agency as AE on farm and industrial accounts. Strong on copy and production. Good background on presentations, market analysis and surveys. Age 34, married, will relocate. Let me send you my resume.

Box 1339, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADV. MANAGER - ACC'T SUPERVISOR

Mature executive (46) wide experience in consumer and industrial, billings to $12,000,000, all media. Will locate anywhere.

Box 1341, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y.

I have developed a visual approach that is different and eye-catching. I am interested in a position in the general capacity of art director with the emphasis on creative ideas.

Box 1363, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGENCY ART DIRECTOR
ABILITY-IMAGINATION-INITIATIVE

Capable of growing with a fast growing agency where supervisory ability and art direction are important and who can respect a starting $10,000 salary. Available now. Interested?

Box 1364, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVE - CHICAGO

10 years AAAA agency experience. Full media background and heavy client contact experience. Likes responsibility and knows how to work. Married, age 35. Resume by return mail.

Box 1365, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE LAYOUT ARTIST

Seeks permanent employment with printing firm, manufacturer, publisher, or agency. Age 30, married, family man. 8 years experience includes, brochures, promotional pieces, ads, presentations and direct mail for national accounts. Resume and samples available.

Box 1366, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEED FRESH MEAT?

Young, aggressive, realistic, Texan desires agency employment. Since college, 6 years tough market experience in merchandising, advertising, sales promotion and direct selling at "Grass Roots" level. Strong suite, appliances. Vet, married, will travel. This one is no high priced dreamer. Could be a Diamond in the Rough for your business. For resume or interview write:

Box 1367, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING-PROMOTION MANAGER

18 yrs. exp. Last 12 yrs. with 4A agency as creative head & prod. mgr. on blue chip food accounts. Will relocate.

Box 1368, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE COMMERCIAL ARTIST
Capable . Dependable . Experienced

Last 12 years as catalog layout artist. All round ability. Can use air brush, familiar with production, can take charge of Dept. Wants more challenging job requiring at present unused abilities.

Box 1369, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TV-RADIO WRITER-PRODUCER

Now employed, New York agency. 9 years experience nat'l, local accounts. Highly creative. Young. Relocate for right job.

Box 1370, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y.

ASSISTANT ACCOUNT EXECUTIVE

Young space salesman, leading publisher, seeks opportunity to join Chicago agency as A/E assistant; industrial marketing and media experience; college graduate.

Box 1371, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

ADVERTISING MANAGER

Agency Background - 12 Years Experience. Chicago Only. Resume Available. Good.

Box 1372, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKET OR MOTIVATION RESEARCH ASSISTANT

Young woman now available to use creative and statistical ability with large company or agency. Background: BA in Psychology; advanced work in marketing; experience with active research firm.

Box 1373, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER

Tops in all media. Successful 10 year record in proprietory drugs, cosmetics, and pkge goods on national accounts. Very creative. Sparks ideas to sell products.

Box 1374, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y.

Chemist with publicity writing experience seeks interesting position as writer of tech. articles, bulletins, releases, sales promotion lit. Commuting distance NYC.

Box 1375, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y.

VERSATILE, CREATIVE AGENCY ART DIRECTOR

'Shirtsleeve' type with strong background, leading national accounts and regionals. Consumer, trade, industrial, collateral; - all media including TV. Write now for details.

Box 1376, ADVERTISING AGE
480 Lexington Ave., New York 17, N.Y.

MILWAUKEE AGENCIES, PLEASE NOTE

Seasoned, award winning Creative Copy and Idea Man, 18 years experience, can add productive spark to consumer goods agency. Comprehensive 4A background supplemented by retail ad experience. Recognized for creative ability, profficient at hard sell, reason why or off beat copy. Knows art and production. Demonstrated, proved ability in consumer goods, service type accounts and some light industrials. Self starter, good sense of direction and merchandising. Executive experience, can supervise. Life-long Milwaukeean, family, own home. Will affiliate with aggressive, creative local agency.

Write Box 1377, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE ART/EDITORIAL EXECUTIVE

Many years experience with top nat'l magazines-service & general interest. Experienced in staff management, in advertising, promotion, all phases of reproduction. Finest references.

Box 1379, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

SALES REPRESENTATIVES
COMMERCIAL ART SPECIALTY

Fastest growing Chicago process hand lettering or photographic typography service needs reps. Largest selection of alphabet styles in Mid-west. New hard-hitting catalog sells for you. Territories open in Michigan, Indiana, Ohio and Kentucky. Generous commission. Write stating age, experience etc.

Box 1378, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

Get product saturation coverage on Radio & TV Giveaway Shows in So. Calif. & West at low cost. Write Roberts & Gail, 5880 Hollywood Blvd., Hollywood 28, Calif.

BEAUTIFUL OFFICE OR STUDIO

Wonderful location. 157 E. Erie. ½ block east of Michigan. Bright, spacious room with large windows, adjoining reception room. Ideal for artist. Modest rent. **Whitehall 3-1130. Chicago**

UNUSUAL SPACE SALES OPPORTUNITY

Fast growing trade magazine needs experienced advertising space salesman for Chicago territory. Age 28-40. Unusual growth opportunity for enthusiastic, consistent worker. Experience in building field desirable but not essential. Write full educational and work experience in confidence to—

Richard K. Lotz, Western Manager
BUILDING PRODUCTS
1410 54th Street, LaGrange, Ill.

Almost everybody of importance in ***advertising*** *and* ***marketing*** *reads and uses*

The ADVERTISING MARKET PLACE

advertising manager

To take charge of advertising department in a nationally known company located in the mid-South. Age 30-40 years. Advertising agency experience or experience in a corporation advertising department. Creativity is a must—plus a flair for promotion. Our advertising effort is concentrated in radio and magazines. Salary from $10,000.

All replies will be held in strictest confidence.

BOX 955, ADVERTISING AGE,
480 Lexington Ave., New York 7, N. Y.

FOOD A.E. Strong in merch., promotions, the works. Profit-sharing, pension $17-$20M

INDUSTRIAL A.E. All-around pro. 35 to 50. Industrial side of major consumer advertiser. to $15M

ADV. MGR., Vol. or corp. chain grocery exper. Layout, sales events, group meetings. to $10M

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE-6-5353 Chicago

MAGAZINE FOR SALE

Partner wanted to succeed present publisher of successful state publication who is retiring. Billings approximately $200,000 annually. Majority stock interest may be purchased on reasonable time payment plan. Box 958, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

FREE CATALOG

Contains hundreds of businesses, farms and income properties throughout U.S., Canada. Specify type and location desired. Deal direct with owners. U.I. Buyers Digest, 1608 Hillhurst, Dept. AA, Los Angeles 27, Calif.

WANTED TO PURCHASE INDUSTRIAL BUSINESS PUBLICATION

Established publishing company wants to purchase an additional business paper. We are looking for an operating profitable publication. All replies will be held in strict confidence. Address Box 956, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

account executive

● *good deal for right man!*

If you have some billing of your own and . . .

If you're not making the progress you should . . . or not getting the top-brass recognition and cooperation you need . . . or not having fun in your job . . . you can enjoy all these stimulating facets of a rewarding career with this progressive Philadelphia agency. Furthermore, you'll be working on a recently acquired million dollar consumer account with an enormous growth potential. Should we come to terms, you'll have top-rated copy and art talent to strengthen your hold on your own accounts. Our people know about this . . . so write in confidence to: **Box 950, Advertising Age, 480 Lexington Ave., New York 17, N. Y.**

PUBLICATION, BOOK and CATALOG PRINTING

We have excellent facilities for producing saddle-stitched publications up to 9" x 12" and up to approximately 80 pages, in quantities of about 5,000 to 20,000, one color or more. Good mailing facilities. We are an old established firm with 35 years of publication, book and catalog printing experience, located 275 miles west of Chicago. Overnight mail and freight service. Good workmanship at fair prices. Why not investigate?
Box 298, Waverly, Iowa

More NET Income To You from your accounts when our agency absorbs your overhead. You permanently control, handle your own accounts with greater net profit to you. We are a small, successful agency (not yours) with ideal facilities for the right man. Just send phone number. Box 953, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ADVERTISING SPACE SALESMAN

New England Territory

Top monthly publication in its field now needs full time resident-representative to take over eastern New York state and entire New England area, placing space in established publications under continuing yearly franchises sponsored by leading local banking institutions. Each community requires only one visit a year to sign 12-time local space contracts in sponsor's publication. Usually takes five to ten days. Work requires constant traveling but man living in favorable location could be home most weekends.

Past successful space experience is a must. Qualified man will operate as independent contractor and can gross between $20,000 and $25,000 per year. Must have own car—no other investment required. Liberal expense allowance during training period with home office executive—lasting approximately two weeks—while learning necessary area and work detail. Ample weekly draw against commissions if requested.

Ours is a well established, constantly expanding business, with a very high percentage of renewals. Full work schedule already available—no build-up delay. A fine, well-paying opportunity for a permanent connection if you have the mature experience and ability necessary for contact with bankers and heads of local businesses.

Qualified man will receive prompt request for personal interview, with expenses paid. Provide complete get-acquainted details in letter, including character and business references, education, marital status, late photo and previous experience.

Any confidential information will be respected and photo returned if requested. Address reply to Post Office Box 5098, Columbus 12, Ohio.

Magazine Advertiser Pays for Drives Adding Unwanted Readers, Hiking Rates: Botsford

(*Continued from Page* 2)

straight face, "that Henry Luce has founded three colleges just so people can work their way through them by selling subscriptions to *Sports Illustrated.*"

Mr. Botsford said it is impossible to "produce a magazine of any quality for the full sales price, let alone for cut rates. And so the advertisers get stuck for the difference."

▪ *The New Yorker's* boss swooshed his shillalah at merchandising by citing a magazine's agreement to put—at no cost—"As advertised in *Life*" stickers on every unit.

"Well," he said, "White Rock sells 1,000,000 or so items a year; Lockheed has a good year if they sell 100 items. And where do the dollars come from for the little stickers? They come from readers and advertisers. What good is it to Lockheed to put 1,000,000 stickers on White Rock bottles? Or, for that matter, what good does it do White Rock to put 100 stickers on Super Constellations?

"And what good does it do other advertisers who don't give a damn about little stickers? And yet they all pay the same rate. And what good does any of this nonsense do the readers?"

Mr. Botsford, who modestly disclaimed any aim to brag about *The New Yorker*, nevertheless was constrained to point out that "without circulation promotion, without merchandising, we manage to meet the payroll, we manage to pay the rent, we manage to return a higher percentage of profit on dollar volume than any magazine I know."

▪ He adjured his auditors to use the following formula for determining whether the magazine industry is drifting: "The best way is to pretend that you are a magazine; go where you would go if you were one; then stop pretending; look around and find out where you are."

As he departed, he flung over his shoulder a last word of advice to the industry: "Everything would be okay if we could all just manage to be trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean and reverent." #

Adams, Crowther Join Cockerell

Coan H. Adams, formerly western manager of *Good Housekeeping* and Maurice L. Crowther, formerly advertising manager of *Household*, have joined the staff of John Cockerell Inc., media representative. Both will fill the new posts of sales consultants. Mr. Adams will headquarter in Chicago; Mr. Crowther will work from New York.

Murray Joins Crown Cork

Francis T. Murray has been named director of advertising, public relations and sales promotion of Crown Cork & Seal Co., Philadelphia. Mr. Murray, who succeeds N. D. Grasty, retired, most recently was consultant to the director of the U. S. Foreign Operations Administration.

CUTS $1.25
Up to 5 Sq. Inches
ZINC
Line or halftone flush mounted.
Fast Service—
Satisfaction Guaranteed
Larger Sizes Proportionately Priced
Write size of cut and screen preferred on back of copy and mail to
WARD KAH
Box A 87, Glendale, Calif.

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. - Art & allied fields.

By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, ILL.
CEntral 6-5670

PREMIUM COORDINATOR

Young woman, with merchandising experience to assist manager, but work independently on the administration of our premium offer programs.

The responsibilities would include mail handling operations, procedures, correspondence, field contacts, purchasing, evaluating previous premium performances as a guide for future programs, and would award prizes to contest winners.

THE QUAKER OATS COMPANY
Mrs. Greene WHitehall 4-0600
Merchandise Mart • Chicago • Room 350

Fine, Fast, Fairly Priced Photography

pics incorporated
photographers
DEARBORN 2-1062
187 N. LaSALLE, CHICAGO ILLINOIS

PUBLICITY CONVENTION **COMMERCIAL INDUSTRIAL**

ADVERTISING AGENCY FOR SALE

Business is healthy, owner is not, makes immediate sale imperative.

Last year owner drew $25,000 and company still yielded a net of $11,000, some years even better.

Agency is Fully Equipped, well staffed, modern offices, excellent rental, complete facilities, ready to take over.

Agency is 12 years old, enjoys A-1 reputation; located in large Eastern City, population over a million, potential for increase in billings is tremendous, living conditions above average. Owner will continue as employee for reasonable period of time to effect transition if desired. Correspondence confidential. Box 954, Advertising Age, 480 Lexington Ave., New York 17, N. Y.

You get KING-SIZE ACTION from a low-cost classified ad in Ad Age

The secret, of course, is that your ad can cost as little as $5 per week — yet it's read by almost 150,000 top marketing men. If they like what you offer — you'll get a fist-full of replies. Risk a few bucks with the coupon below and see for yourself.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $17.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $__________

My Name__________

Street__________

City__________ Z____ State__________

Clip and mail this form to

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St.
Chicago, Illinois

CBS-TV Divides Network, Non-Net Managements

(Continued from Page 1)

aged many other shows. When he decided to cast his lot with CBS a few years ago, he withdrew from all active participation in his production company, Louis G. Cowan Inc., though he retained his ownership in the operation. The packager, which continues very active in programming on CBS, has since changed its name to Entertainment Productions.

▪ A great many people were surprised when Mr. Cowan gave up his independent status at the peak of his production career. At that time he told AA he chose a CBS berth because it would give him a chance "to concentrate on the creative side of the business, which is what I want to do, and get away from the administrative, management selling duties that I dislike. It's just that simple."

Louis Cowan

As a network producer, he was to be free to range far afield in the search of new ideas and avenues for tv programming.

▪ In May, 1956, Mr. Cowan was given the new position of vp for creative services on the corporation level, which meant that he could roam throughout all the company's divisions from records to radio and tv.

Merle Jones

The split calls for the network division to cover "all operations having to do with network programming, sales, production, affiliate relations and the like," while the stations division "will be composed of the six CBS-owned tv stations, CBS Television Spot Sales, CBS Television Films Sales (syndication), Terrytoons and all other non-network departments in CBS-TV's broadcasting activities."

▪ While Mr. Cowan is very much of a programming man, Mr. Jones, the boss of the tv stations division, came up by way of the sales and station management route.

His career with CBS dates back to 1936 when he became assistant to the general manager of KMOX, St. Louis; he became manager of that station in 1937 having left it briefly for a stint with CBS Radio Spot Sales. He left Columbia for Cowles Broadcasting Co. in 1944 but returned to CBS in July, 1947, as general manager of WCCO, Minneapolis. Later he managed West Coast stations as well as the Columbia Pacific Network.

In July, 1951, he came to New York as vp in charge of CBS-owned tv stations and general services; in March, 1956, he was named exec vp of CBS-TV. On Jan. 1, 1957, he took over as president of CBS Television, which then covered all the activities now split between the two new tv divisions. #

Uneasy Lies the Head That Wears the Crown at Radio and TV Networks

President	From	To
	CBS-TV	
	(Starting with separation of radio & tv)	
Jack Van Volkenburg	July, 1951	December, 1956
Merle S. Jones†	January, 1957	March, 1958
Louis G. Cowan†	March, 1958	———
†Jones becomes president of CBS-TV station division; Cowan is president of CBS-TV network division.		
	CBS-Radio	
Howard S. Meighan	July, 1951	March, 1952
Adrian Murphy	March, 1952	April, 1955
Arthur Hull Hayes	April, 1955	———
	NBC	
Niles Trammell	July, 1940	October, 1949
Joseph McConnell	October, 1949	January, 1953
Frank White	January, 1953	August, 1953
David Sarnoff	August, 1953	December, 1953
Sylvester L. Weaver Jr.	December, 1953	December, 1955
Robert W. Sarnoff	December, 1955	———
	MUTUAL	
Edgar Kobak	January, 1945	May, 1949
Frank White	May, 1949	June, 1952
Thomas F. O'Neil	June, 1952	April, 1956
John B. Poor	April, 1956	August, 1957
Paul Roberts	August, 1957	February, 1958
Armand Hammer*	February, 1958	———
*Announced as temporary		
	ABC	
Mark Woods	October, 1944	December, 1949
Robert E. Kintner**	December, 1949	October, 1956

**When Mr. Kintner left AB-PT, President Leonard Goldenson took over the direction of the network, but not the title of president. He has since brought in two presidents to work under him—Oliver Treyz for tv and Robert Eastman for radio—and lately added an exec vp—James G. Riddell—through whom the presidents will report.

MATCHED—*This two-color page in the January Fortune was given top honors in the third annual "Match the Experts" clinic at the Minneapolis adclub. The ad, for Keasbey & Mattison Co., Ambler, Pa., maker of asbestos-cement pressure pipe, was prepared by Erwin Wasey, Ruthrauff & Ryan, Philadelphia.*

Public Optimism, Capital Spending Dwindle, U.S. Units, 'Newsweek' Say

(Continued from Page 1)

ment figures up contra-seasonally to 5,200,000—a 16-year record—the economic outlook replaced the sputnik as the No. 1 problem holding the news spotlight.

Congress rushed through resolutions calling on the administration to step up public works and defense spending in order to create jobs. In addition, there was mounting pressure for tax cuts to provide an immediate boost to spending power.

▪ Federal Reserve Board's annual study of consumer attitudes and the Commerce Department-Securities & Exchange Commission report on capital expenditure plans both showed this weekend that recession talk has made its mark.

The Federal Reserve Board found only one-third of the consumer units interviewed by experts from the survey research center of the University of Michigan expect 1958 to be a good year. This compares with 60% at the same time in 1957 and is easily the lowest "optimistic" percentage recorded in any of the dozen years these studies have been made. Conversely, 30% anticipated "bad times," compared with only 13% in early 1957 and a high of 26% for "pessimists" in 1948.

Moreover, the Commerce-SEC annual survey of prospects in the capital goods field showed sharp cutbacks in almost all sectors from the 1957 spending highs. While it reported that manufacturing companies think their total 1958 sales will come within 2% of 1957, the release said actual sales so far in 1958 are running below the projected rate.

While the Federal Reserve report shows that 26% of consumers say their income in early 1958 is below 1957, it did not indicate any deterioration in the amount of assets or the distribution of assets in the hands of consumers. Actual liquid reserves appeared to be as great as a year ago, and the holdings were distributed through the income groups in roughly the same proportions as the past.

▪ Despite their dim view of the general outlook, very few would admit they expected their own income to suffer heavily in the long run. Nearly 75% expected to make as much or more in early 1959 as now, and only 10% felt their own earnings will decline.

Plans to purchase new homes, cars and household equipment were weaker than recent years, while plans for maintenance of homes and household equipment were firm.

Only 7.1% reported themselves prepared to buy a new or used home, compared with 8.7% in early 1957 and 9.4% at the beginning of 1955 and 1956. The percentage planning a new car was 6.6%, the lowest since 1950, and down from 8.5% in early 1957. Prospects for furniture and appliances included 28.3% of the consumer units, a slight dip from the 29.4% in early 1957. The 10.5% reporting interest in used cars was the highest of any survey, and a substantial increase from the 8.4% in the used car market last year.

▪ The report on capital goods spending shows industry expects to put $32 billion into plant and equipment this year, compared with $37 billion in 1957. Except for public utiiities, which will increase their spending by 4%, all other sectors are down. Durable goods industries are trimming by 22%, railroads by more than 33%, and commercial companies by 13%. The over-all decline for all kinds of capital goods spending would be 13%, according to this survey, and the Department of Commerce-SEC release declares this marks the end of a boom which involved a 40% increase in spending from the $27 billion low of the 1954 recession. #

Capital Growth Plans 33% Off: 'Newsweek'

(Continued from Page 1)

est drop of the industries surveyed, with capital appropriations for the last quarter of 1957 down 70% from the same period in 1956. Transportation equipment manufacturing showed a 64% skid, and the iron and steel industry capital appropriations were off 55%.

Other industries which showed drops, according to the survey, are none-electrical machinery, down 45%; chemicals, down 28%; food and beverages, down 21%; textiles, down 4%; fabricated metal, down 3%; and other durables, down 2%.

Industries which showed gains in capital appropriations during the last quarter compared to a year earlier include nonferrous metals, up 71%; paper, up 5%, and stone, clay and glass, up 3%. #

Helms Joins Donahue & Coe

Doan Helms Jr. will join Donahue & Coe, Chicago, as an account exec March 17. He comes from Buchen Co.

Boost Quality, Gould Urges Business Papers

(Continued from Page 1)

Mr. Gould charged, labor under one or all of the following illusions:

- Self-consolation. Publishers rationalize that "perhaps the publication isn't all it could be, but it's the best we can do under the circumstances, with our budget and our staff."
- Self-deception. This is the failure to realize, Mr. Gould said, that "every publisher is in business through the courtesy of his competitor whose publication is as mediocre as his own."
- Self-pity, self-justification—"the illusion that trade papers are different from consumer publications; that consumer magazines can be sparkling, imaginative, dramatic, but that trade papers 'must be sound,' because they're different."
- The illusion, now fading, Mr. Gould said, that "business paper readers are a captive audience, because your publication is one of the very few—perhaps the only one—covering your field."
- The illusion that "what's good for the goose isn't good for the gander"; that "now, because of the recession, is precisely the right time for advertisers to advertise more" but that "now, because of the recession, is not the time to undertake a major revision of a publication's policy."

▪ As a result of these illusions, Mr. Gould charged many contemporary business publications look and read like vintage 1910. In their competition for ad dollars with consumer magazines they are like "a horse and buggy trying to catch up with an atom-powered vehicle."

Trade papers are no different from consumer magazines in that they are both in a race to win the same readers' attention, Dr. Gould said.

What most trade publications need, he said, is a major editorial policy decision on the highest level.

"It isn't just a matter of sprucing up the writing or the photography nor of spurring the stringers . . . It's a question," he said, "of deciding what the publication wants to say, deciding what is desired, what is effective, how to go about achieving those ends, and then, of promoting the resulting product."

▪ It isn't true, he went on, that major changes cannot be effected without major staff additions, "and the cost involved is actually less than publishers have a right to expect."

As for exactly what editorial and graphic changes a publication ought to make, Dr. Gould said, that depends on the publication. But he cautioned against overemphasis on the results of comparative studies, surveys and the like.

Westinghouse Slice to Grey

Grey Advertising Agency, New York, has been appointed to handle advertising for the television-radio division of Westinghouse Electric Corp., Metuchen, N. J., effective May 12, as forecast by ADVERTISING AGE (AA, Feb. 17). The division, which makes tv receivers, radio receivers and high fidelity record players, reportedly bills about $2,000,000. McCann-Erickson, which has handled the consumer products divisions of Westinghouse 14 years, will continue to handle the other divisions in the consumer products group, which bill about $13,000,000.

Mayers Pulls Out as C&W's Los Angeles Unit

(Continued from Page 1)

year-old merger agreement.

Just what action brought about the disagreement on the autonomy issue was not revealed, but Mr. Mayers said he had protested repeated "violations" of the autonomy agreement and finally demanded that autonomy be observed or the relationship be terminated. C&W then exercised an option to terminate on six-months notice (the option was available to both parties). Mr. Mayers indicated C&W brass in New York were "dictating" on his own accounts, leading to the rift.

■ Mr. Mayers will take with him the Sears, Roebuck & Co. account, which he brought into the Cunningham & Walsh shop at the time of the merger. Before the merger, C&W's Chicago office was cooperating with Mayers in handling some Sears business, and Mr. Mayers said C&W in Chicago will continue to serve his agency on a fee basis for the time being.

C&W said, "This act will of course not affect our other operations." The agency indicated it will not seek a Los Angeles affiliation to replace Mayers.

The Mayers Co. consolidated with C&W in December, 1956. At the same time, C&W consolidated with Brisacher, Wheeler & Staff, San Francisco. Mr. Mayers was named a director of C&W, as were Messrs. Wheeler and Brisacher and Ivan Hill, exec vp of C&W, Chicago operation. #

FTC Hits Ronson for Ad Practices; Drops Coca-Cola Charges

WASHINGTON, March 14—The Federal Trade Commission today leveled charges of discriminatory ad allowance practices against Ronson Corp. and dropped similar charges against Coca-Cola.

In its complaint against Ronson, FTC said the manufacturer allowed large retail outlets to buy directly from the factory at a 53% discount while smaller retailers, who must buy through wholesalers, get only 40% off list price.

The complaint also charged that Ronson has given some retailers more than 50% of the cost of retail ads while other dealers split the cost with Ronson 50-50.

Another section of the complaint challenged Ronson's right to fair trade its products since Ronson-owned outlets compete with independent retailers who are required to respect Ronson's fair trade price.

■ The charges against Coca-Cola that FTC dropped had alleged that the company gave discriminatory promotional allowances to big drug chains by participating in a plan which enabled the chains to get free radio and tv time in exchange for point of sale display space.

The charges were dropped because FTC's staff admitted it lacked proof of the charges. #

Book Studies Problems of World's Fair

"Making a World's Fair," by Ed Tying, associate editor of the *Journal of Commerce*, New York, has been published by Vantage Press, New York. The book discusses organization, promotion, financing and other problems of world's fairs, with particular reference to the New York World's Fair of 1939-40. Price is $2.95.

Last Minute News Flashes

New Haven R. R. Switches Account to Cayton

BOSTON, March 14—The New Haven Railroad has named Cayton Inc., New York, to handle its advertising. The account has been with Hoag & Provandie here.

Re-Dan Packing Returns to Mann-Ellis

NEW YORK, March 14—Re-Dan Packing Co., maker of Cadet dog food, has returned its account to Mann-Ellis Inc. The account moved from Mann-Ellis to Paris & Peart a year ago. Mann-Ellis has also been named to handle advertising for the German-made Olympia typewriter. Intercontinental Trading Corp., the Olympia importer, previously used La Porte & Austin.

Carter Tests Shave Lotion Called First

NEW YORK, March 14—Carter Products has been test marketing a new after-shave lotion called First in the Binghamton area for about a month. Partial newspaper pages may be supplemented with tv at a later date. First is said to contain "dynaderm—to stimulate growth of healthy new tissue" and is described as a "germ killer" and "protective film" that covers "raw nerve endings, blood vessels and blemishes." It is advertised at $1 for a "many months' supply." Kastor, Farrell, Chesley & Clifford is the agency.

Insurance Agent Group Sets First Spot TV Push

NEW YORK, March 14—The National Assn. of Insurance Agents will launch its first tv spot campaign with 60-second spots in 40 markets, starting April 1 for 13 weeks. The spot campaign will supplement the NAIA's first network participation buy, previously announced, which calls for 40 participations on "Today" (NBC-TV), starting March 31 and continuing to Nov. 25 on 128 stations, concentrating in spring and fall. The network campaign is budgeted at $220,000. Doremus & Co. is the agency.

Fawcett Boosts Two to Top Ad Posts

NEW YORK, March 14—Fred H. (Bud) Walsh Jr. has been promoted from the New York sales staff of Fawcett Women's Group to eastern advertising manager of the group. Mr. Walsh succeeds Tom Roach. Clifford Curtis has been elevated from the New York sales staff of *True* to advertising manager, succeeding John Miller. Neither Mr. Roach nor Mr. Miller has announced his plans.

NCAA Game Set for 18 Christal Stations

NEW YORK, March 14—Henry I. Christal Co. has linked the 18 radio stations it represents to carry live coverage of the NCAA championship basketball game March 22, with WHAS, Louisville, as originating station. Co-sponsors will be Brown & Williamson (Ted Bates & Co.), Gulf Oil Corp. (Young & Rubicam) and H-A Hair Arranger (R. Jack Scott Inc.). This is believed to be the first time a representative has linked its stations together for a live broadcast of a special event.

Waring, Karagheusian Narrow Agency Choices

NEW YORK, March 14—Waring Products division of Dynamics Corp. of America expects to select an agency next week to succeed Anderson & Cairns. The company has chosen two finalists after having heard about five formal presentations from agencies in the $10-$25,000,000 billings group. Meanwhile, A. & M. Karagheusian Inc., maker of Gulistan carpets, is hoping to choose a successor to Fuller & Smith & Ross by April 1. Five or six finalists are now making presentations.

Rancho Soup to Honig-Cooper; Other Late News

- **Rancho Soup Co.** and Sunnyvale Packing Co. divisions of Schuckl & Co., Sunnyvale, Cal., have appointed Honig-Cooper & Miner, San Francisco, to handle all national advertising of Rancho soups and Aunt Penny's sauce. The accounts formerly were handled by Nelson-Baker, San Francisco.

- **Crowell-Collier Publishing Co.**, which in 1956 stopped publishing *American Magazine, Collier's* and *Woman's Home Companion*, showed a consolidated net profit in 1957 of $3,689,306. The company in 1956 showed a net loss of $4,427,943. The company's book division, now its major operation, showed a 1957 sales increase of $1,499,000. On Jan. 31 the company suspended operation of C-C Clubs Inc., a phonograph record mail order business acquired in August, 1956, which lost $1,025,000 last year.

- **Meldrum & Fewsmith**, Cleveland, has been named to handle additional advertising for Ohio Power Co., Canton, O., and Wheeling Electric Co., Wheeling, W. Va., both subsidiaries of American Gas & Electric Co., New York. J. Walter Thompson Co., New York, handles advertising for the entire American Gas system, and Ted Witter Advertising Agency, Canton, will continue to handle some advertising for Ohio Power and Wheeling Electric.

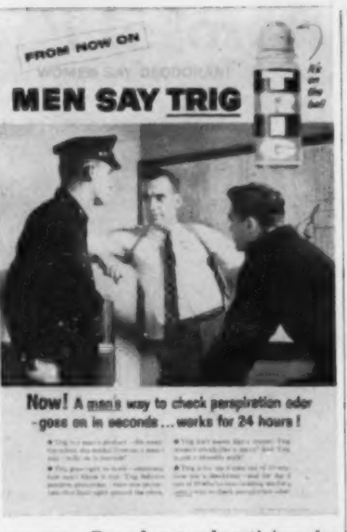
- **Ross Hoy and Robert D. Williams**, account executives at Needham, Louis & Brorby, Chicago, have left that agency and will join Leo Burnett Co. March 17.

- **The National Industrial Advertisers Assn.'s** board of directors has voted to drop the controversial Media Data File. The association executive committee recommended to the board last December that the plan be dropped (AA, Dec. 17, '57).

- **James J. McLaughlin**, merchandising manager of Dormeyer Corp., Chicago, will join Perrin-Paus Co., Chicago, March 17. Duties and title have not been determined.

- **Henry J. Barbour**, who is leaving as manager of advertising and public relations at Fairbanks, Morse & Co., Chicago, April 1, will join Donahue & Coe, Chicago, this summer as account supervisor.

- **Lever Bros.**, New York, is not encountering any insurmountable stumbling blocks in getting clearances for a heavy spot tv saturation campaign now under way for Pepsodent (Foote, Cone & Belding), which has switched its attention from spot radio, and for Dove (Ogilvy, Benson & Mather). Planned separately by the two agencies, each drive calls for approximately 50 markets, with stations being asked to offer special discounts for about 50 spots per week for each schedule. Some representatives feel that the discounts asked for these buys may set a pattern for saturation schedules in the future.


FROM NOW ON
WOMEN SAY DEODORANT
MEN SAY TRIG
Now! A man's way to check perspiration odor -goes on in seconds... works for 24 hours!

KICKOFF—*Broadcast advertising for Trig, Bristol-Myers' new men's deodorant (AA, Feb. 10), starts late this month. Print begins in late April, with pages such as this, in a schedule which includes Argosy, Life, The Saturday Evening Post, Sports Illustrated, Time and True. Batten, Barton, Durstine & Osborn, New York, is the agency.*

Ogilvy Resigns Thom McAn Shoes

NEW YORK, March 13—Ogilvy, Benson & Mather has resigned the Thom McAn account, effective June 30. Neither the agency nor the client, which will bill about $900,000 this year, would discuss reasons behind the move.

A spokesman for Brent Wells, vp and advertising director of McAn, would say only that "there was no quarrel between client and agency." Ogilvy declined any comment. There was a report, however, that a personality conflict ended the four-year stay of the shoe account at the agency.

The McAn spokesman said the client—part of Melville Shoe Corp.—was looking at a number of agencies. He would not say how many, nor when an appointment would be made.

The Ogilvy shop turned out what many considered to be outstanding copy for McAn. One series of testimonials, combining the offer, "Wear Thom McAn shoes for one week at our expense," was hailed by ADVERTISING AGE columnist Clyde Bedell as "one of the best retail series I have ever seen." #

WILLIAM H. HATTENDORF

CHICAGO, March 11—William Homer Hattendorf, 56, assistant to the advertising manager of the *Chicago Tribune*, died Sunday of a recurring heart ailment.

Mr. Hattendorf joined the *Tribune* as a salesman in the classified advertising department in 1924. After experience in the retail and general ad departments, he was named manager of the sales development division in 1953. In 1955 he became head of the western office of the *Tribune's* general ad division, and was named assistant to the ad manager, Walter C. Kurz, late in 1957.

Baker Joins Jann & Kelley

Jann & Kelley, newspaper representative, has appointed John H. Baker Jr. manager of its Detroit office, effective April 1. Mr. Baker formerly managed the Detroit office of the *Chicago Daily News*.

Schoelles Named Plans Head

Norman A. Schoelles, vp of Lippincott & Margulies, New York industrial design company, has been named to the new position of chairman of the plans board.

'You Auto Buy Now' Promotion Spreads to 22 Other Cities

CHICAGO, March 13—"You Auto Buy Now" promotions, similar to one that has been a smashing success in Cleveland for the last three weeks (AA, March 10), appeared to be spreading to other major cities throughout the U. S. this week.

In an effort to encourage individual car dealers and car dealer groups to sell more cars, the five major car manufacturers and the Bureau of Advertising of the American Newspaper Publishers Assn. have pitched in to aid the promotion.

The promotion has the full blessing of Ford, General Motors, Chrysler, Studebaker-Packard and American Motors, who have sent representatives and speakers to contact dealers in at least 22 major cities.

In what appears to be a cooperative effort, Ford representatives reportedly are working in Buffalo, Milwaukee, St. Louis, Kansas City, Portland, Ore., and the Dallas-Fort Worth area; General Motors in Boston, New York, Baltimore, Washington, D.C., Chicago and Los Angeles; Chrysler in Philadelphia, Pittsburgh, Atlanta, Minneapolis-St. Paul, and San Francisco; Studebaker in New Orleans and Memphis, and American Motors in Houston, Denver and Seattle.

■ Meanwhile, in Cleveland, the promotion produced even better results the second week than the first week. During the first week of March, members of the Cleveland Automobile Dealers Assn. delivered 1,541 new cars and 1,806 used autos, for a total of 3,347. These figures exceeded those of the final week in February, when the dealers delivered 1,292 new and 1,563 used cars.

Actual cars sold—as distinct from cars delivered—in the last week of February—amounted to 3,300 new cars and 3,500 used cars, according to the Cleveland dealer group.

In the first three days of this week (Monday through Wednesday), the dealers rang up sales of 739 new cars and 988 used models. "We almost wish people would let us alone," a harassed but happy dealer told ADVERTISING AGE. "Dealers from all over the U. S. are calling about the promotion; we're so busy talking on the phone, we can't get any work done." #

ABC Board Approves 2 Changes Affecting Magazine Members

PALM BEACH, FLA., March 11—The board of directors of Audit Bureau of Circulations last week approved two changes in the publisher's statements used by magazine members.

The first change requires publishers to show totals for subscription sales and for single copy sales.

The other change involves the average total paid circulation for the period covered by the statement. Two totals will now be shown in the magazine statements—one showing the average paid circulation including bulk sales (currently required). A second total will show the average paid circulation excluding bulk sales.

The changes become effective with publisher's statements for the six-month period ending June 30, 1958.

The board also approved an optional method of compiling information for the geographical analysis of total paid circulation for publications having solely foreign distribution. #

Aerosol Packaging Sweeps Dentifrice Field

(Continued from Page 2)

if Carter's success with Rise, one of the earliest pressurized shaving creams, is a criterion the packaging innovators are on the right track.

Snow White was launched in Binghamton about six weeks ago (AA, Jan. 20) with a two-prong promotion in television and newspapers plugging the packaging and a promise to "remove overnight film." Results in the test market are described as "fairly good"—good enough, at any rate, for the company to be reported expanding into about 15% of the country, covering 40-50 of the larger markets, although steering clear for the present of the very largest markets.

Snow White costs 98¢ for a 7 oz. can. Sullivan, Stauffer, Colwell & Bayles is the agency.

■ While Carter proceeds cautiously in a new field, the biggest dentifrice operator in the business, Colgate-Palmolive, has moved with jet speed to get national distribution for Power Packed Colgate dental cream with Gardol. Company spokesmen say proudly, "It's nice to be first." While national distribution is already claimed, Power Packed has sparse coverage in some areas.

Colgate's eastern entry was launched early in January in Binghamton, eastern Pennsylvania and Roanoke, with the copy theme: "America's first aerosol toothpaste by Colgate. The world's largest-selling toothpaste now in most convenient toothpaste container ever."

Distribution, including New York and other top markets, is being accomplished as fast as possible, and national advertising is expected to break before the end of the month. Initial sales response is described as "excellent." Ted Bates & Co. is the agency.

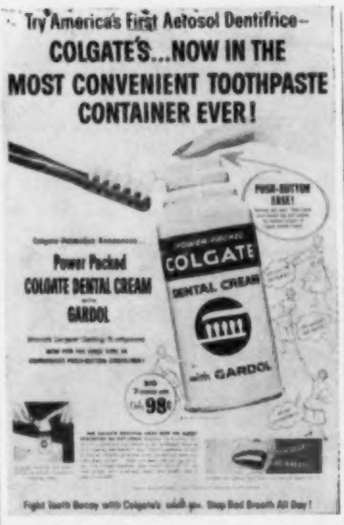
■ Never slow off the starting blocks, Procter & Gamble has joined the aerosol army with push-button pack Gleem, in two test markets—Easton, Pa., and Philipsburg, N. J. (AA, Feb. 17).

Indications are that P&G now may be waiting market developments before moving farther. Like Colgate and Snow White, push-button Gleem also sells at 98¢ for a 7 oz. can. Compton Advertising is the Gleem agency.

■ Rexall Drug Co. has introduced its own private label aerosol toothpaste, and Weco Products last week named Keyes, Madden & Jones to handle its new Dr. West's push-button dentifrice (AA, March 10).

Among the other big outfits, questioning glances are aimed at the glassy facade of Lever House, where there is now a heavy commitment behind Stripe toothpaste, the peppermint-striped product introduced on the West Coast in 1956, whose distribution was expanded into the New York and Chicago markets in January. J. Walter Thompson Co. is the agency.

■ Lever has no aerosol paste on the market and won't talk about what's doing in its laboratories. One observer commented: "I can't imagine Lever not toying with the idea of an aerosol toothpaste." Others pointed out that Lever missed the aerosol blastoff and now may be keeping its sights on Stripe, with the idea of catching up with the pressure-can parade later on.


Try America's First Aerosol Dentifrice–
COLGATE'S...NOW IN THE MOST CONVENIENT TOOTHPASTE CONTAINER EVER!
Power Packed COLGATE DENTAL CREAM with GARDOL
PUSH-BUTTON EASE!
COLGATE DENTAL CREAM with GARDOL
98¢
Fight Tooth Decay with Colgate's with Gardol. Stop Bad Breath All Day!

POWER-PACKED—*This Colgate aerosol ⅔-page is now running r.o.p. two-color in about 60% of the country's newspapers, the company reports.*

■ Bristol-Myers gets credit for being the first major producer to depart from the conventional tube with its squeeze-bottle Ipana Plus, which was introduced last fall (AA, Sept. 23)—the first hint of the packaging changes to come. But the other big toothpaste makers trained their sights on the aerosol container—which they believed to be more exciting to consumers than a squeeze package.

B-M said, "We feel we're doing extremely well; we're very pleased," when asked about Ipana Plus. But there were indications that the company will be in the aerosol derby shortly, probably with an Ipana product.

Another toothpaste maker, Warner-Lambert Pharmaceutical Co., is reported experimenting with a small, thick plastic tube for its Antizyme toothpaste.

■ Unlike the aerated mists and sprays which have been the mainstays of the aerosol packaging field to date, contents of the new pressure cans are viscous solids. In the Colgate and other cans the propellant is nitrogen, which does not mix with the product, but exerts a steady, easy pressure on the toothpaste without affecting its consistency or flavor.

The cans have the advantage of giving constant brand identification while being used. There is no tube to roll up, no cap to lose; sterility is maintained; waste is reduced. And at 98¢ for seven ounces, the product is more economical than some standard dentifrices in collapsible tubes.

The cans also add new product-consuming dimensions to the "scientific" experiments pursued by moppets, many of whom are now trying to figure out how Lever puts the stripes into its tubes.

Colgate says confidently that aerosol-packaged toothpastes "will ultimately have as much effect on the dentifrice industry as did the replacement of jars with tubes."

■ There's no doubt about it, after ten years of medical-miracle fandango in the toothpaste market, this time around it's not what's in the product in the package—it's simply the package itself. #

Cuisine Consultants Bows

Cuisine Consultants Inc., a food and beverage consultation service for manufacturers and agencies, has been formed by Juliette Elkon and Elaine Ross, with offices and test kitchens at Hollyhock Farm, Purchase, N. Y. Mrs. Elkon, author of "Honey Cook Book" and the forthcoming "Belgian Cook Book" among others, is a specialist in gourmet foods and wines. Mrs. Ross, author of "Reduce and Enjoy It Cookbook," specializes in recipe development and diet planning.

Portman-Killen Formed

Julian (Jules) J. Portman and James P. Killen have formed a new public relations company, Portman-Killen & Associates, with offices at 30 N. La Salle St., Chicago. Mr. Portman, formerly pr director of the Richard's Peter Pan restaurant chain, serves as the Illinois pr director of the Junior Assn. of Commerce & Industry. Mr. Killen previously had his own pr company, Associated Publicists.

'Sports Afield' Names Three

W. Wickham Smith has been named to the new post of manager of the Detroit area advertising sales office in Royal Oak, Mich., of *Sports Afield*. Mr. Smith formerly was on the New York sales staff. Walter Hagen Jr. has joined the New York sales staff of *Sports Afield*, and Wallace J. Schuck has been named southern representative, a new post, and will work out of Deerfield Beach, Fla.

NBC Appoints Krayer Jr.

Anthony C. Krayer Jr. has been appointed business manager of NBC owned stations and NBC Spot Sales, New York. Mr. Krayer, who formerly was business manager of NBC Spot Sales, replaces John J. Brennon, who joined California National Productions as director of business affairs.

...means
Bertsch + Cooper
...it also means typographic excellence for ads requiring special attention

Type faces used are:
Fortune Bold • Times Roman Italic

No. 1 ZONE OF INFLUENCE*

10% to 90% of all homes in 31 Counties around Mississippi's capital city are reached by the CLARION LEDGER and . . .

JACKSON DAILY NEWS

*37.5% of the State's retail sales are made here.

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS
Mississippi's First Newspapers
Represented by the Katz Agency, Inc.
Co-Owners WJTV (TV) WSLI (Radio)

New York is a new sound. New York is a new suburb. New York is 5 million families growing, needing, wanting, buying. New York is The New York Times. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.

☑ **An Important Sales-Building Fact To Remember For 1958:**

Because it is edited to today's concept of family living—

McCall's works

When McCall's named the new trend in family living "*Togetherness*", it was not only defining its own unique editorial concept—it was also interpreting, in a single word, a whole new *marketing force* that manufacturers can use to stimulate and increase sales in today's economy.

Right now, business stands its best chance of selling in volume by appealing to the family market. And the surest way to reach that market today is through the woman whose chief interests are the best interests of her family.

Because every issue, from cover to cover, is dedicated to today's concept of family living, McCall's enjoys a unique position in today's market—and McCall's delivers *extra selling effectiveness* for advertisers.

☑ **CHECK THESE ADDITIONAL WAYS McCALL'S PROVIDES EXTRA SELLING EFFECTIVENESS FOR YOU:**

- ☐ Probing Consumer Wants to Guide Marketers.
- ☐ Mapping Consumer Buying Patterns in Food, Groceries, Drugs and Toiletries.
- ☐ Endorsing Use-Tested Products at Point-of-Sale.
- ☐ Conducting Manufacturer-Retailer Forum of Sales Ideas.
- ☐ Educating Teenagers on Fashion and Grooming.
- ☐ Getting Products Considered by Supermarket Merchandising Committees.
- ☐ Guiding Home Economists on New Trends in Food.
- ☐ Aiding Planners of Department Store Promotions.
- ☐ Training Retail Salespeople.
- ☐ Supplying New Sales Ideas to Children's Wear Buyers.
- ☐ Providing Advance Fashion Information for Retailers.
- ☐ Coordinating Drugs and Toiletries Displays with Advertising.
- ☐ Alerting Supermarket Buyers to Manufacturers' Plans.
- ☐ Helping Health and Beauty Aids Buyers in Supermarkets.
- ☐ Encouraging Better Retail Food Advertising in Local Newspapers.
- ☐ Channeling Facts on Home Appliances to Home Economists.
- ☐ Working with Top Appliance Retailers.
- ☐ Briefing Retail Buyers of Home Furnishings Products.
- ☐ Encouraging More Effective Retail Selling of Appliances.
- ☐ Researching Consumer Preference for and Use of Products.
- ☐ Serving the Building and Home Improvement Field.

For complete information on any of these additional selling services, see your McCall's representative, or write on your business letterhead to: McCall's, Dept. NHT, 230 Park Avenue, New York 17, N. Y.

McCall's
A SUMMER PLACE
EXCLUSIVE! THE KINSEY INSTITUTE REPORT

McCall's, *the magazine of Togetherness...circulation now more than 5,300,000*